

# PRINTERS' INK

Registered U. S. Patent Office

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10c A COPY



B. A. I. S. 1923 with  
N. W. Ayer & Son

## *Down from Canada Came Tales of a Wonderful Beverage!*

SO RAN the headline of the first real advertisement on "Canada Dry" ever printed in this country. It was published in the New York "Times," April 29th—less than one year ago.

The morning after that advertisement appeared, three New York jobbers telephoned orders totaling 500 cases. In thirty days the plant was working overtime. In ninety days, it was 300% oversold. During almost all of 1923 the orders were five to ten times the capacity of the New York plant.

A new plant was built at Hudson, N. Y., and turned over for the first time two weeks ago. At the time the plans were drawn, it was thought that this plant would be large enough for all future needs. But it has already been necessary to order a new unit, for orders booked during the first month of 1924 were twice those received during all of 1923.

There is no doubt that "Canada Dry" is the greatest retail success in recent years, if not of all time. The copy was written and the merchandising plans formulated at Advertising Headquarters.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

BOSTON

NEW YORK

CHICAGO

CLEVELAND

SAN FRANCISCO



“EAST SIDE WEST SIDE  
ALL AROUND THE TOWN”



In New York, Interborough Subway & Elevated Advertising takes a message "East Side, West Side, All around the Town." Carrying 3,000,000 people a day, over one billion a year, it reaches the greatest audience available to the advertiser in this vast, rich market.

Let it work for you through big space and full color, 24 hours a day, every day in the week.

**INTERBOROUGH**  
EXCLUSIVELY SUBWAY & ELEVATED  
**ADVERTISING**

*Controlled by*

**ARTEMAS WARD, Inc.**  
50 Union Square, New York City.

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXVI

NEW YORK, FEBRUARY 21, 1924

No. 8

## Making Orders Flow Downhill

Five Sales Demonstrations That Break Down Buyers' Resistance

By Richard Surrey

A SUCCESSFUL salesman once said to me: "The moment I realized that a man's mind is *fluid*—that it obeys the laws of fluids and more easily flows downhill than uphill—I became a better salesman."

We had been talking of the effect of general reading on the efficiency of business men. It is a favorite topic of mine. When I meet a successful sales or advertising executive I try to discover what authors he reads, and, if possible, what he has derived from them that assists him in a business way.

It has surprised me to find how often the business careers of the least studious of men have been changed from their normal, humdrum course by a verse, an epigram or a quotation happened upon accidentally.

This particular chap had chanced upon an article dealing with the ideas of the French philosopher, Bergson. He confided to me that he would not have glanced at this particular article except for the fact that the word "Laughter" appeared in the heading. It was a critical notice of Bergson's famous essay on this subject, and having embarked upon it he read on and absorbed the idea of the "fluidity" of thought.

Getting the prospect's thoughts to flow downhill instead of trying to force them uphill against deeply-rooted inclinations is a practice that most salesmen—many of them unconsciously—commonly pursue. But this par-

ticular way of looking at it, this particular simile of the fluid, downhill-flowing mind of the prospect may not have occurred to a great many.

The merchandisers of earlier times intuitively practiced the "downhill" method of salesmanship. Barter was essentially a system of bargaining in which the price or consideration was placed quite high at first and then with ostentatious reluctance brought down—lower and lower—until the prospect, whose mind easily followed this path of least resistance, succumbed.

I know a real estate salesman who employs this principle without cutting the price of the properties he has to sell.

Usually, when a prospect is taken to look at a house, he immediately asks the price. "This house," replies the salesman, positively, "is worth \$16,000." And he immediately plunges into a justification of this price. He perhaps tells of somebody having bought a similar house for that price in the same district; or he talks of the increased cost of certain materials and shows how these increases affect the final cost of a dwelling such as the one before them. They go in and the salesman keeps up a stream of talk while the prospect looks about him, thinking all the while that he is examining a \$16,000 house.

A little later the salesman says: "You can see that this house is easily worth \$16,000. Look at these floors. Look at this wood-

work," etc., etc. "I could sell this for \$16,000, but it was built just before the last big jump in material costs (or) the land was bought before this district began to develop (or) the owner has moved to another State and wants to unload. Consequently, although worth fully \$16,000 it is possible to turn it over at a profit at \$14,000."

The prospect's thoughts flow downhill to this new price level and he begins to regard the house with increasing interest. The salesman points out further points in its construction, location, and so on, and having completed the trip through the dwelling he takes the prospect back to the point at which he seemed the most impressed—into one of the rooms, or the hall, or perhaps outside where a certain angle of the house struck his fancy—and pausing there he says: "I told you that it is possible to sell this house profitably at \$14,000. As a matter of fact, owing to the circumstances, such a price would give the owner a pretty fair return on his investment. But (and here follows a further batch of extenuating conditions) I am permitted to offer you this house at \$12,500."

There are two points in this canvass that are worth noticing. One is that there is no price-cutting. Instead an artificial resistance is built up in order to be knocked down, thus enabling the prospect's mind to work downhill. Another is the idea of going back to a "moment of weakness" displayed by the prospect in a certain room, or when a certain angle of the house came into view, or when some particular talking point was mentioned. This is part of the "downhill" method. Having displayed all the points, you bring the prospect back to the place where his resistance was lowest, you put him in the same position again, and on that level make your final stand for an order.

Someone will perhaps object that such a method is all right for real estate salesmen, but that it won't work in other lines. As a matter of fact, I know a sales-

man for a well-known paint concern who does almost the same thing. In the store of a new prospect he notes the brand that is on the shelves. Generally it is possible for him to offer a bigger margin of profit than the dealer can make on the competitive brand; but he carefully manoeuvres the canvass so that this is almost the last thing that is talked about. He asks if the dealer is satisfied with the margin of profit allowed him on the stocked line. Usually the answer is in the affirmative. The salesman then goes on to demonstrate that on the same margin, because of faster turnover, more money can be made with the product he is selling. When he feels that a good impression has been made on this level he introduces his prices and discounts, and brings the prospect downhill toward the point of sale.

#### PRICE NOT THE ONLY DOWN-HILL SUBJECT

Perhaps I have over-emphasized the utility of the price factor in "downhill" selling. Nowadays, the tendency is to deplore anything which savors of price-cutting. It is obvious, however, that the principle may be worked out to assist other phases of the canvass.

A well-known talking machine concern has greatly increased its sales by means of a retail selling stunt based on the methods of the itinerant banana vendor. The sales manager of this concern explained the basis of the stunt as follows:

"What happens when you ask a fruit vendor the price of a half-dozen bananas? He grabs a bag with one hand and six bananas in the other. He drops them in, gives the bag a twist, thrusts them into your grasp, and grunts—'Twenty cents.'"

"It is positively easier for you to buy those bananas than it is to refuse them. There they are, all wrapped up and in your hand. It goes against your dignity or some queer twist of your mind to hand them back and *unmake* the sale."



## Teaching a national health habit

LIKE the family doctor, Nujol has always maintained a role of advisor-in-ordinary to a public which is all too prone to forget the *why* of its physical ailments.

Its advice has had to be sugar-coated, so to speak. Health has had to be sold on the basis of its desirability—strange as that may sound. The point of contact between Nujol and Health is *internal cleanliness*—the habit through which the good things of health are received.

That the buying public is willing to be taught is evidenced by the market response to Nujol advertising—and to the advertising which the McCann Company is preparing for scores of other well known products.

THE H. K. McCANN COMPANY  
*Advertising*

NEW YORK

CLEVELAND

DENVER

SAN FRANCISCO

LOS ANGELES

TORONTO

MONTREAL

In other words, the banana vendor works on the principle that few people will force their minds to work uphill and undo something that has been brought to a conclusion and finished. This talking machine concern has educated the retail salespeople who handle its line to adopt a variation of the same principle.

When a customer comes into the store and asks: "Have you *Vesti la giubba* sung by Caruso?" the clerk is instructed to say: "Just a moment, please." She goes to the racks and returns with the selection, together with two or three others of a similar character.

"Yes, we have it," she says, and lays the Caruso selection aside on the counter. She says no more about it, but immediately draws the customer's attention to the other selections.

If the record asked for is a jazz record made by a popular orchestra, she brings out the latest hits recorded by that orchestra. If the record asked for is made by some well-known instrumentalist, then it is his latest selections that are brought forward.

In short, the clerks are educated to think of an inquiry as a sale that is already made before the customer enters the store. They are told not to play the record unless the purchaser demands it. By taking it for granted that the record is sold, by laying it aside and talking about other records, the customer's mind is forced to work uphill if he wishes to unmake the sale.

#### THE SECOND PRINCIPLE

In the meantime the clerk has seized the second principle of "downhill" selling. She profits by the "weakness" of the customer revealed by the particular inquiry. This customer has a weakness for grand opera and Caruso. Another has a weakness for jazz and the Paul Whiteman orchestra. The clerk presses along this path of least resistance and does her best to sell two records instead of one. Having expressed an inclination for a cer-

tain kind of record the customer will often succumb to a further downhill push and "fall" for a second sale.

Successful salesmanship rests upon the ability to discover the "jumping-off-place" of the prospect's inclination. Once that point is discovered—the point in the canvass where the prospect's mind appears to flow most easily downhill—all that is needed, generally speaking, is to push!

A successful salesman of baby bonds uses his watch to do the pushing. Having thoroughly explained his proposition and aroused the prospect's desire for gain, he quite frankly glances at the time.

"Well!" he exclaims, "I've been here forty minutes. But when I meet a man who is *sceptical* and has to be shown, and yet at the same time is *reasonable*, I consider it is time well spent to go into this proposition as thoroughly as we have today."

#### THE PROSPECT LIKES IT

Most prospects, this salesman claims, like to be thought "sceptical." It is the opposite of an "easy mark" or a "weak sister." On the other hand, they like to be thought reasonable. The prospect, so addressed, consequently *moves along* with the salesman. But the mention of the time adds a distinct push. It makes the prospect feel that his visitor is entitled to especial consideration. It helps to quiet the inner voice which keeps repeating: "Don't be rash. Don't sign. Think it over."

The salesman knows what is going on in that mind. He doesn't try to make it work uphill. He gently diverts the natural cautiousness that most of us are heir to.

"You see the necessity of systematic saving," he goes on. "You're a conservative man. And because you're conservative you can see the risk of leaving the question of saving to chance or to some whim in the distant future. You know that putting things off is dangerous. Here's a chance to start saving today, a chance to have good big interest

Close study of the needleworker as a type, covering a period of almost ten years, proves unquestionably she is above the average in neatness, refinement, mental and physical alertness.

The incomes and social positions of needleworkers may vary but whoever they are, and wherever they live, all belong to the same high type.

More than 1,000,000 of them subscribe to Needlecraft Magazine—*without extraneous inducement.*

As Needlecraft's subscribers are above the average, its advertising value for good goods is higher than the average.

*Ask any advertiser in Needlecraft who uses keyed copy.*

Robert B. Johnston  
Advertising Manager  
New York

JAMES A. ROBERTSON  
Western Manager  
Chicago

DORR & CORBETT  
New England Representatives  
Boston



Member A. B. C.

start to accumulate right from this morning."

Watch in hand he pauses and lets the silence work on the prospect. A moment of weakness has been reached. The prospect must either go back and confess that he doesn't want to save systematically, that he isn't reasonable, that he *has* wasted the salesman's time—or—go forward, go downhill, and sign.

And before he has time to think of a way to dodge these points the salesman adds his final push. He puts his watch back into his pocket ostentatiously and pulls out his fountain pen.

"You're not going to say tomorrow, or next week, or next month, are you?" he asks, proffering his pen.

#### A HARD JOB FOR THE CUSTOMER TO REFUSE

And as a rule the prospect finds it hard to go uphill, to turn back and fight his way uphill to a refusal by a series of confessions of his own weaknesses and handicaps.

An adding machine salesman who suddenly realized that he was working uphill instead of down, thought out an unusual method of bringing his prospects to a moment of weakness. Previously he had been in the habit of telling office managers that on the average a cent a minute could be saved by installing his equipment. "That means five dollars a day," he would go on. "Thirty dollars a week. Fifteen hundred a year."

Eventually he discovered that this part of his canvass made the prospect's mind work uphill. It involved mental arithmetic — a calculation of something that might conceivably take place in the future. He decided that there must be a better way of presenting this particular selling point, and after considerable thought he discovered it.

His procedure now is as follows. He makes a first call, sees his man, gets his name, presents as many selling points as possible and retires, having sized up the prospect and decided whether he will be antagonized or not by the

tactical move that is to follow. If he thinks the prospect is impressionable the salesman makes a second call as soon as possible. He asks if his man is in, and getting an answer in the affirmative he takes out a blank check, fills in the name of the prospect and a certain amount, signs it and encloses it in an envelope with a little note, which reads:

"This is the amount you would have saved if you had bought a Blank Adding Machine, about which I called on you so many days ago. Won't you let me come in and talk this thing over with you thoroughly?"

He seals the envelope and asks that it be delivered to his man, and an answer awaited. The prospect opens it and is naturally much more aroused by the appearance of a check than he would be by the salesman's card. He reads the note, glances at the check (which is drawn on The Bank of Oblivion), smiles at the unusual nature of the approach, and in a big percentage of cases invites the salesman in.

The salesman, using the check as a focusing point for his argument, finds that a specific amount of money that might have been saved during a brief period which has only just passed is much more effective than a series of multiplied amounts extending far into the future. It enables the prospect's mind to flow downhill into the past, instead of pushing forward into the months to come.

Thus, it will be seen that the "downhill" principle is equally effective both in the approach and at the close of a sale. It can be utilized to create a "moment of weakness" and furnish an opportunity for a downward "push" at almost any stage of the sales presentation.

#### Rotogravure Campaign for Knit-Tex Overcoats

A campaign on Knit-Tex men's overcoats will be started early in March by Cohen, Goldman & Company, New York. Plans call for the use of rotogravure newspaper space in a number of the larger cities. This account is directed by the Federal Advertising Agency of New York.

During 1923 the Brooklyn department store of A. I. Namm & Son spent close to seven hundred thousand dollars to tell its bargain story to the public. Only one Brooklyn newspaper, the Standard Union, carried full copy, amounting to about one million agate lines.

*A. G. R. Hutchinson*  
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

# Earl & Wilson Reduce Line in Order to Plus the Sale

Centre Retailers' Selling Effort on Four Styles of Semi-Soft Collars—  
Many Advantages Expected from New Plan

By C. B. Larrabee

THIS is an account of how a company is making a staple out of a product that has always been sold largely on style. It is a story of standardization in a field where up to a few years ago standardization was regarded as a hopeless impossibility. It is the story of a radical step that runs almost directly counter to general customs that have been accepted for years by manufacturers, dealers and consumers.

Although it is directly the story of a collar manufacturer, Earl & Wilson, it has an indirect application that goes far outside the men's clothing business because it is based on the theory of the simplification of lines, a theory that has been tried out in a dozen fields and has proved successful in all of them. If it proves successful in the collar business it will point the way to manufacturing and retailing reforms of wide significance in almost every industry. For if the collar manufacturer can successfully cut his semi-soft line from thirty-five to four, it will have been shown pretty thoroughly that the style fetish is just that—a fetish, in a business that has been pretty generally an abject slave to Old King Fad.

Before going into the story of this collar manufacturer it is necessary to get a general idea of what has been happening in the haberdashery business. Ten years ago the soft collar was a founding with no standing whatever. The man who wore a soft collar did so on a hunting or fishing trip or when he was working around the house or garage on Saturday afternoon. To have worn a soft collar to business would have made him feel like a truck-driver.

Then several things happened.

In the first place college men, whose influence on styles is unquestioned, took up the soft collar. College men have always been believers in comfort, and they were able to carry out their beliefs to the extent of starting a trend in favor of soft collars.

## SOFT COLLAR VOGUE GIVEN NEW IMPETUS

Then came the war. Men who spent a few weeks or a few years in the Army found themselves possessed of new standards of comfort. When it came to taking off the comfortable flannel shirt and putting on a stiff collar they balked. Not all of them balked, to be sure, but a great many did.

Next came the Van Heusen collar. Within a few months the soft collar was accepted everywhere, because the Van Heusen pointed the way to a collar that had a dressy appearance and yet kept comfort uppermost.

The soft collar today is worn by men in all classes of society and is correct wherever the old turn-down stiff collar is correct. In New Orleans, for instance, nineteen laundries report a decline in their laundering of stiff collars of 75 per cent in five years. This is an extreme case, but it shows what can happen in certain localities.

While a great many men in the men's clothing business do not like to admit it, there has also been a greater trend toward conservatism in men's dress. Style still plays a large part. Bring out a haberdashery novelty and it will get large sales almost at once. Nevertheless a student of the men's clothing field says that more than 60 per cent of the men who buy haberdashery are what can be called conservative buyers. This implies that while novelties



## Citizen Building

For almost a century The Youth's Companion has been building *American Citizens*. Traveling side by side have run the two main purposes—building the family and developing good citizenship.

¶ During the last three years The Youth's Companion has published once a month covers in full color presenting dramatic episodes or incidents in American History.

¶ Commencing last fall, we have been publishing our *Citizen Builder* Covers on all the remaining issues of the month. Each one carries an individual message: an aphorism, a shrewd comment or a penetrating observation on some phase of life or human nature. Some of the messages are grave, some gay: all are stimulating and helpful.

¶ This is one of the methods being used to develop good citizens.

## The Youth's Companion

FOR ALL THE FAMILY

Boston

New York

Chicago

will get a big sale, the conservative buyer is always present exerting his pressure.

This is the general background on which Earl & Wilson began to work. Before taking any definite steps the company spent several months in investigating the haberdashery field, in talking with retail dealers and with manu-

the hat business, as shown by the experience of Knox.

They then turned to Troy where they found that in all the collar factories there were being made several hundred styles of collars. In their own factory they were making thirty-five styles of semi-soft collars alone. Going still further they found that 75 per cent of their sales were on four of these styles.

Leaving Troy again, they investigated the usual methods of selling collars. This is the way collar selling methods looked to them.

A collar company decides that the time is ripe to spring a new style (some collar companies work almost on schedule in bringing out new styles) and designers are put to work on a new collar. When the collar is designed advertising is prepared to sell it.

The salesmen go out with the new style and an advertising portfolio. They tell their story to the dealer. He is shown the new collar and told that it will be a successful seller. Experience has taught the dealer that the salesmen are speaking the truth and they stock the new style heavily.

On the surface this seems fine, but Earl & Wilson say that there is another side of the picture. It is true that the dealer will sell a great many of the new style, but will he sell that many more collars? Earl & Wilson say, "No." The introduction of a new collar merely means more sales on that new collar, not more collar sales.

That is an important distinction. It means that for every one of the new collars sold the dealer loses a sale on a collar already in stock. This means heavy overstocks and tag-ends and left-overs. The picture begins to darken a little.

As a result of this condition the company found that the collar department had become a kind of step-child in the retail store. To be sure most haberdashers consider that the sale of a collar opens up opportunities to

(Continued on page 157)

**buy your semi-soft collars in the NEW Earl & Wilson's COLLAR PACKET for style — convenience freshness cleanliness economy and wear**

**3 FOR \$1 ALL GUARANTEED**

**AN UNQUALIFIED GUARANTEE**  
Backed by Fifty Years of Continuous Service in the Collar-making Business

The collars contained in the Earl & Wilson Collar Packets have four distinctive Earl & Wilson features:

1. The back four band, uniquely constructed by Earl & Wilson and patented February 1, 1914, it keeps the collar neat at the top and prevents gaping and sagging.
2. A single strength in the line of fold, where strength is needed.
3. Specially designed labels, so neatly constructed as to be nearly undetectable as each fabric can be made. After repeated trips to the laundry these collars will be better, whiter and even more pleasing than when new.
4. A quality of texture and a wealth of decorative effects which keep the collar unique without cost. (Many good laundresses say a very fine wash is better for the collar's finished appearance.)
5. Having these qualities, these collars are guaranteed, without question, to give the wearer more comfort.

**EARL & WILSON, NEW YORK**

COLLAR ADVERTISING IN WHICH THE PACKAGE OVER-SHADOWS STYLE

facturers. They uncovered some interesting facts.

They found that one large New York clothing store has sold the same model of clothing, with very little variation, for eighteen years. They discovered that two New York shoe stores were carrying lasts that they had carried twelve years without change, and getting big sales on these lasts.

In the collar business they found that one large retailer was carrying ninety-four styles of collars — and getting 90 per cent of his sales on twelve of these styles. They found that the same condition was true in

# *Official Figures*

(not estimated)

SHOW THERE ARE

**138,422 Families  
in Buffalo**

**The Circulation of The Buffalo  
Evening *Times in the City  
Limits of Buffalo alone* is over  
70,000 daily, thus covering  
over one-half of all the families  
in Buffalo, and this half *cannot  
be reached* through any or all of  
the other Buffalo newspapers**

*Audited circulation of  
The Buffalo Times*

**Evening, <sup>now</sup>over 95,000 daily  
Sunday, over 100,000**

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## **BUFFALO TIMES**

NORMAN E. MACK, *Editor and Publisher*

New York  
Detroit

*National Representatives:*  
VERREE & CONKLIN, Inc.

Chicago  
San Francisco

# **"OVER A**

## **.... and its**

**E**VERY Sunday the Chicago Herald and Examiner enters over a million homes in the country's greatest market... the Chicago territory... Market No. 1.

Every Sunday this tremendous reader-audience of over a million families, pays more than one hundred thousand dollars [a yearly total in excess of five million dollars] to get the current news... advertising as well as topical... contained in the Chicago Herald and Examiner.

# **Chicago Herald**

NEW YORK: 1819 Broadway

# **MILLION"**

## **buy-ability**

Every Sunday the various members of these more-than-a-million families . . . representing a collective buy-ability of millions of dollars weekly . . . manifest a definite interest in every commodity necessary or desirable.

It is only natural that manufacturers focusing their attention on this million-family market concentrated in the circulation of ONE great newspaper, agree that . . .

"It is the most extraordinary advertising value any manufacturer can buy."

# **and Examiner**

SAN FRANCISCO: Monadnock Bldg.

# TRADE MAPS AND SURVEYS—

## *For Commercial Conquests*

Accurate, comprehensive, up-to-date trade maps and reports are as essential to a modern successful merchandising campaign as military maps and surveys are to the conduct of war.

The Merchandising Service of THE CHICAGO DAILY NEWS supplies just such exact and detailed information to reliable advertisers. This is but one of the many functions of this supremely practical service, acting in intelligent co-operation with the advertiser who desires to extend his trade territory.

Manufacturer, Dealer and Consumer are linked by the advertising and merchandising service of The Chicago Daily News as by no other agency. The Daily News Merchandising Service promotes dealer acceptance and maximum distribution; Daily News advertising creates consumer desire and promotes maximum sales.

## THE CHICAGO DAILY NEWS

*First in Chicago*

# What's the Connection between a Clean Desk and Good Management?

An Answer in Terms of Examples from Varied Industries

By Ed Wolff

Manager of Sales and Advertising, David Adler & Sons Company

IT has become a platitude that the managers who are making the greatest success are those whose desks are always clear and who seem to have always the utmost of leisure. Some ambitious executives have been led to believe that mere absence of papers on the desk is the secret of good management; and one chap in his enthusiasm kept his papers in a drawer, instead of on his desk-top, and they got lost.

Then what is the connection between a clean desk and good management?

A man by the name of Andrew Carnegie who used to be in the steel business in Pittsburgh was considered by some to have made a fair to middlin' success of his undertakings. Implored, as so many super-taxpayers are by Sunday supplement writers, to voice the inner secret of his having an income of thirty-five dollars a minute while his interviewer drew down thirty-five dollars a week, the sage is credited with having said, "Er—ugh—why, I hired good men. Come again some time."

The general manager of a soap concern claiming to sell one-third of all the toilet soap used in the United States keeps his desk as bald and glistening as is the top of his dome. His company in eight years has risen from insignificance to dominance, though lots of people think that Cleopatra charmed Marc Antony with her schoolgirl complexion gained as a result of the use of that soap.

He said, "Sure I have leisure. I have only two jobs—to decide and to co-ordinate. The work I delegate to people who are competent. I decide what they are

going to do, and I see that they do it, all in harmony. I don't attend to the sales—we have a sales manager. I don't attend to advertising—we have an advertising manager. I don't attend to the factories—we have factory managers. So long as the product comes out right I let the factory men alone. So long as the sales mount I let the sales manager alone. So long as the advertising produces commensurate results I let the advertising manager alone. So long."

## CONSIDER THE GOVERNOR ON A STEAM ENGINE

The manager of the largest steam shovel works under the Volstead flag, or in the world for that matter, said, "Yes, everybody admires the vast power generated by our immense steam engines. But please notice that pair of revolving balls—the governor. That little device has apparently no work to do. It just whirls around day after day, year in and year out. But without it that engine would get too little steam at one time, too much at another. It would wreck itself. That's the manager's job. He should keep the great engine of his organization functioning—let the other parts do their work themselves, while he keeps them moving at the speed that he sets."

"There is too much interference by many so-called managers," said the head of a great tannery. "They seem to feel that their job demands that they do the other fellow's work, or at least that they keep stepping on his heels all the time with instructions on how he should do it. The best managers I have ever seen are not workers,

but organizers. They pick capable men for the various departments, keep these men working together as a unit, and keep hands off, so far as may be possible. I know lots of managers who complain that their boards of directors hamper them with too much interference and detailed instruction, yet I have seen those men apply the same tactics to those under them. They seem to feel that unless they have a finger in every pie the crust won't get brown. But I have never known such a man to build up a big business. Naturally. As long as he keeps himself in every activity he holds the organization down to the limits of a one-man business."

There are many sales managers who feel that they must issue a continuous stream of instructions to the salesmen entrusted to their care. This has an irritating effect on the men who are selling a fair quota and who know it. Men who make a success in their chosen fields are usually ready to learn anything that will enable them to do still better, but even such broad-gauge men revolt at nursemaid supervision that is unending.

Again, some sales managers gently guide certain salesmen, give much attention to the training of others, let still another class strictly alone. They tend to reduce the problem to individual cases, rather than to expect all their salesmen to respond in equal measure to the same stimulus. Of course, house rules should apply to all salesmen alike, but apparently the best results are obtained in sales management, as in other management, by letting the good men alone, except to keep them co-ordinated so that the sales force will function as a unit.

The other extreme, of course, is found when the sales manager lets all the salesmen follow their own devices, confining his activities to asking for nice orders and smoothing out disagreements as they may arise. Such a course, like that of excessive management or interference, seems to be characteristic of those businesses which do not grow into the first rank in volume.

A famous automobile maker said, "Too much management? Well, consider an automobile. The driver sets the pace by feeding it gas, he guides its direction; but that is all. If he were to try to do himself all the work assigned to the different parts he'd never arrive anywhere. Suppose he cranked by hand, tried to push up all the valve-lifters by himself, to feed the gasoline into the carburetor himself, to spray it and mix it with air by himself, to fire the spark-plugs at proper intervals himself, to hold the engine's mainshaft to the driving shaft by himself, to—well, gosh, you can see he'd never get anywhere at all. No; he wisely leaves the perfect machine to function, while he guides it; and he never interferes with its functioning so long as all parts co-ordinate to carry out his policy as to speed and direction. But put that same man at a desk as manager. Likely as not, he'll want to have a hand in every department; he'll want to be driver, starter, motor, carburetor, clutch, gear-box, drive-shaft, differential and rear axle, all at once. What'll happen? The machine won't run, and he'll probably blame it on the parts, whereas if he'd stayed in the driver's seat and let the parts alone so long as they fulfilled their appointed missions he would have reached his destination."

#### A SELF-DEFEATING PROPOSITION

"Too much management defeats itself by vitiating the self-confidence of subordinates," claims a banker. "When every executive and semi-executive in the organization realizes that he is expected to put every move up to the manager first, these men soon lose the buoyant belief that they can do things which the house will approve. They learn to run to the manager with everything. But in this way the manager is deprived of the very help he really needs from department heads, for they become merely orderlies, carrying out his commands, instead of being commanders themselves. It is as if the general had an army of only privates and corporals. Worse

than that, the business becomes limited to the ideas and initiative of one man, instead of prospering on the ideas and initiative of many sets of brains. Still worse, the manager finds himself so encumbered with details that he has no time to plan. It is as if a ship-captain were so busy overseeing the engine-room, kitchen, pantry and state-rooms that he had no time to chart the vessel's course. The vessel would drift. That's what such a business does."

The tanner compressed it all into one sentence. "The best managers I have ever seen are not workers but organizers." That is why such men have leisure and clear desks. Few papers come to them, because they have trained their subordinates, department heads, to handle most matters that arise. They have leisure because as long as the various department heads function smoothly together, carrying out the manager's plans and policies, there is nothing for him to do but to plan further ahead for the future. They are on the job like an architect after the plans are drawn, specifications approved, and the house going up. There is nothing to do but see that things go right.

And they have plenty of time to handle without delay any matter that shows signs of going wrong.

Is it any wonder that a business so equipped should prosper?

### Record Life Insurance Sales for 1923

Over \$5,833,000,000 of life insurance was sold during 1923 by companies doing about 80 per cent of the legal reserve ordinary business in this country, according to the Life Insurance Sales Research Bureau of New York. This record sales year provides an average of \$16,000,000 of life insurance sold per day, or an average amount of new insurance of nearly \$50 per person bought from the forty-eight reporting companies. Sales in Canada for 1923 are reported as \$360,555,000, an average of \$40 of new insurance per capita.

### Kansas City Agency Changes Name

The name of the Baxter Advertising Company, Kansas City, Mo., has been changed to the Baxter-Davis Advertising Company.

### A Service to Agriculture

UNITED STATES DEPARTMENT OF AGRICULTURE, BUREAU OF AGRICULTURAL ECONOMICS

WASHINGTON, Feb. 7, 1924.

Editor of PRINTERS' INK:

The article, "A Lesson for Manufacturers in the Farmer's Welcome of Radio" in PRINTERS' INK of January 24 has been very stimulating to the interest in our Radio Market News Service. We have had important inquiries from manufacturers, advertisers and others with whom we will co-operate in distributing the facts about this service among the trade. One of the problems at the present time is to encourage farmers to buy good radio receiving equipment with which to receive our markets which are now broadcasted from our many stations.

We feel that you have done a service to agriculture by bringing this matter to the attention of the readers of PRINTERS' INK.

BUREAU OF AGRICULTURAL ECONOMICS

J. CLYDE MARQUIS,  
Director of Information.

### Cleveland to Have Legion Advertising Post

An Advertising Post of the American Legion is being formed at Cleveland, O., open to all ex-service men in the advertising business. A weekly luncheon club is planned. E. V. Syrchler, of Nelson Chesman & Company, advertising agency, has been elected temporary commander.

### American Dyewood Marketing New Product

The American Dyewood Company, New York, logwood dyes and aniline colors, is placing a new product on the market known as Amdyco, a fire foam stabilizer. The advertising of this product will be handled by Doremus & Company, New York advertising agency.

### Becomes Mason Warner Co., Inc.

The Mason Warner Company, Inc., is the new name of the Chicago advertising agency, formerly known as the Snitzler-Warner Company. There will be no change in the officers or personnel of the organization.

### George Moyer, Advertising Manager, "Home Folks"

George Moyer, who has been for some time with *Home Folks*, Chicago, has been made advertising manager of that publication. The magazine has now established its own advertising department.

### "Live Stories" to Become Monthly Magazine

*Live Stories*, published semi-monthly by the New Fiction Publishing Corporation, New York, starting with the April number will be issued monthly.

## Window Display Advertising Interests to Organize

More than 200 individuals from all parts of the country who are engaged in the development of window display advertising, including advertising and sales managers, dealer service men, display managers, retail merchants, men engaged in the business of creating window displays such as lithographers, art craft manufacturers, mechanical display men and others, are forming an association patterned somewhat along the lines of the Direct Mail Advertising Association. The new association is being formed for the purpose of bringing about a better appreciation of window display advertising among manufacturers and retailers alike.

Arthur Freeman, president of the Einson-Freeman Company, Inc., New York, is chairman of a temporary committee of twenty-six members, which is in charge of arrangements for the formation of this organization. Clyde P. Steen, managing editor of *Display World*, Cincinnati, is provisional secretary.

A preliminary meeting of the charter members of this association, which will probably be known as the Window Display Advertising Association, will be held at the Hotel Cleveland, Cleveland, on March 17 and 18.

## Succeeds C. M. Woolley as President of American Radiator

Charles M. Parker, who has been a member of the board of directors of the American Radiator Company, New York, manufacturer of Arcola heaters, Arco vacuum cleaners, Ideal boilers and other heating equipment, has been elected president. He succeeds Clarence M. Woolley, who has been made chairman of the board.

Mr. Woolley, who has been president for twenty-two years, in a statement to stockholders explaining the change, said: "Larger opportunities for company development at home and abroad have presented themselves for alignment with established policies, and to this task I shall be enabled to direct my more definite energy."

G. K. Foster, vice-president, has been appointed to direct the Western executive offices of the company at Chicago.

## Wall-Paper Account for Frank Presbrey

The Robert Graves Company, New York manufacturer of wall-paper, has appointed the Frank Presbrey Company, Inc., New York advertising agency, to direct its advertising. Newspaper advertising will be used.

## Smith Brothers Account with Michaels

The advertising account of Smith Bros., Poughkeepsie, N. Y., manufacturer of S. B. Cough Drops, has been placed with the Harry C. Michaels Company, New York advertising agency.

## Osborn Brush Account for MacManus

The Osborn Manufacturing Company, Inc., Cleveland, O., manufacturer of brushes, has appointed MacManus Incorporated, Detroit advertising agency, to direct its advertising account. Middle-Western newspapers are being used in a merchandising campaign which is being conducted on Osborn domestic and personal brushes. As distribution grows, this newspaper campaign will be gradually extended throughout the country.

## C. F. Alward Joins Wm. T. Mullally, Inc.

Charles F. Alward has joined the staff of Wm. T. Mullally, Inc., New York advertising agency. He has recently been with the Shamokin Pure Food Products Company, Inc., Shamokin, Pa., manufacturer of mayonnaise and packer of maraschino cherries. Mr. Alward was for many years in charge of the advertising and sales of the H-O Company, of Buffalo.

## British Rubber Association to Run United States Campaign

A nation-wide advertising campaign will be conducted in the United States by the Rubber Growers' Association, Inc., of London, England, on its Natural (plantation finished) Crepe Rubber. Plans call for the use of general magazines, business papers, sporting publications and newspapers. This advertising will be directed by the Dorland Agency, Inc., of New York.

## Herbert P. Cohn Resigns from Lord & Thomas

Herbert P. Cohn, general manager and treasurer of Lord & Thomas, Chicago, for the last few years, has withdrawn from that agency to enter business for himself. Mr. Cohn had been with Lord & Thomas since 1909. He does not plan to continue in advertising.

## Moon Motor Car Account with Dyer Agency

The St. Louis office of the George L. Dyer Company, New York advertising agency, has been appointed by the Moon Motor Car Company, St. Louis, to direct its advertising. A campaign in magazines and newspapers will be started in March.

## G. O. Ellis, Vice-President, The Bank of Detroit

Griffith Ogden Ellis, editor and publisher of *The American Boy*, has been elected senior vice-president of The Bank of Detroit to fill a vacancy left in the realignment of officers caused by the retirement of Senator James Couzens, as president.

# America's Largest Savings Fund is in PHILADELPHIA

There is a curious and interesting explanation for the profitable results achieved in Philadelphia by advertisers.

Philadelphians are thrifty and well able to buy anything they want. For instance, one of its Savings Funds is the oldest and largest in the United States,—it has 267,210 depositors with total deposits of \$266,059,000.

In addition there are in Philadelphia 33 National Banks, 46 Trust Companies and 15 State Banks. Deducting the money deposited by Philadelphians in Savings Funds, these Banks and Trust Companies in 1923 handled \$1,115,761,000.

Most of this Billion Dollars is the turn-over of Philadelphia's thousands of manufacturing plants and is working in the World's Workshop—Philadelphia.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

PHILADELPHIA'S NEWSPAPER



Net paid circulation for the year 1923—

**505,035** copies a day.

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in the United States.

### NEW YORK

814 Park-Lexington  
Building  
(46th & Park Ave.)

### DETROIT

C. L. Weaver  
Verree & Conklin, Inc. 126 Pall Mall, S. W. 1  
117 Lafayette Blvd.

### LONDON

Mortimer Bryans

### CHICAGO

Verree & Conklin, Inc.  
28 East Jackson  
Boulevard

### SAN FRANCISCO

Harry J. Wittschen  
Verree & Conklin, Inc. 681 Market St.

### PARIS

Ray A. Washburn  
5 rue Lamartine (9)

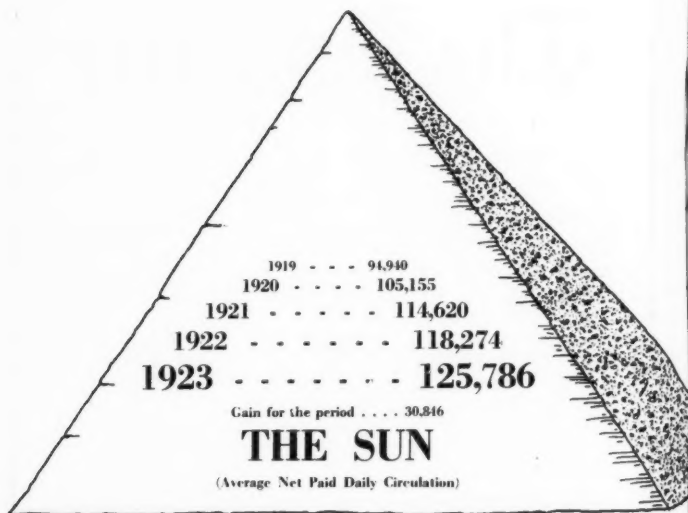
(Copyright 1924—Bulletin Company)

# Baltimore

To a space buyer interested in the town, Baltimore pyramids are more important than Egyptian Pyramids.

The circulation of the Sunpapers for the last five years looms big.

And there are no advertising results without circulation.



# Pyramids

1919 . . . . 125,161  
 1920 . . . . 137,789  
 1921 . . . . 150,921  
 1922 . . . . 158,755  
 1923 . . . . 173,635  
 Gain for the period . . . . 48,471

## THE SUNDAY SUN

(Average Net Paid Sunday Circulation)

1919 . . . . 71,475  
 1920 . . . . 81,813  
 1921 . . . . 101,048  
 1922 . . . . 110,844  
 1923 . . . . 114,047  
 Gain for the period . . . . 42,572

## THE EVENING SUN

(Average Net Paid Daily Circulation)

**THE**  
MORNING



EVENING

**SUN**  
SUNDAY

JOHN B. WOODWARD  
Room 1513, 110 E. 42d St., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

## More Money to Wage Earners

*Increased earnings mean increased buying power—one reason why selling cost in this market is lower than elsewhere.*

Money earned by the wage earners of Greater Milwaukee totalled \$173,825,114 in 1923—an increase of \$38,434,388 over wages paid in 1922.

*Write now for a survey on your sales possibilities.*

*Read by more Milwaukee and Wisconsin people than any other publication in the world.*

**The Milwaukee  
JOURNAL**  
*FIRST—by Merit*

# London Getting Ready for International Advertising Convention

Many Signs of Eagerness to Give Great Welcome to American Delegates Is Evident

By Thomas Russell

London, England, Correspondent of PRINTERS' INK

ENGLISH advertising men are not allowing the few remaining inhabitants of the British Isles to forget that things are going to happen next July. From the quantity of matter that is appearing in the press, it looks now as though, for that week, the Advertising Convention would be the big noise at the British Empire Exhibition, and the number of places, all over the Kingdom wherein people are eager to entertain the American delegation, and show its members a good time, increases daily.

This means that manufactories which, in the reticent and secretive British way, have seldom admitted a visitor, will throw their doors open; and while there is nothing like the same amount of literature on subjects like factory efficiency, and the production engineer does not function here, delegates who have always been taught to regard the old country as slow and unprogressive in its methods will often find that, without making much fuss about it, the British manufacturer has for years been practicing what have been re-invented and boomed as highly up-to-date innovations. And these will not all be on the manufacturing side either; for the vast output of British factories requires to be sold and is sold.

In most of our towns some of the mediaeval pageantry of Mayor and Corporation still exists and visitors will perhaps be surprised to find that there are Lord Mayors in other places besides London. Though London is unique in the possession of gilded and plate-glass coaches, there are Mayoral robes and

chains, and many ancient ceremonies, in other places, not forgetting the two-handed loving-cups, of which delegates will partake.

## CONVENTION CREATES CLUBS

One engaging feature of the preliminary activities which prepare the way for the convention is the springing up of advertising clubs all over the Kingdom, directly inspired by the coming convention. The fashion, just now, is to prefer the term Publicity Club. The largest business club in the British Empire, the Publicity Club of London, with 700 members on its roster, is responsible for this, and the provincial Publicity Clubs are affiliating themselves with it, as well as with the Associated Advertising Clubs of the World. The famous—and enormous—Publicity Club Cup, which the Club owes to the munificence of Robert Thornberry, awarded for "the most signal achievement in Advertising," has gone, this year, to "Honest John" Cheshire, leader of the British deputation to Atlantic City, "for bringing the convention to London." Mr. Cheshire is the second\* holder of this Cup (currently nicknamed the Nobel Prize of Advertising).

The Publicity Club of Leeds, opened on January 11, is followed by the Publicity Club of Ireland, which distinguishes itself by an unusual by-law. Its governing council must, by the constitution of the club, be composed in equal numbers of advertising men and

\* EDITOR'S NOTE: The first holder of this cup was the author of this article, who has long been PRINTERS' INK's London correspondent.

actual advertisers. All these clubs will send delegates.

The Scottish delegation is, at the time of writing, being constituted as the Publicity Club of Glasgow, in order to obtain affiliation with the Associated Advertising Clubs of the World, and similar affiliations will be sought by clubs projected in Edinburgh and Aberdeen, Dundee no doubt following.

Apart from purely advertising bodies, the movement is spreading to chambers of commerce—a very strong force in Great Britain, having a central affiliation of their own—the Association of British Chambers of Commerce, whose president, Sir Arthur Balfour, K.B.E. (not to be confounded with the former foreign secretary, Mr. Arthur, now Lord, Balfour) has circularized all chambers, calling upon them to give the convention every support.

The Lord Mayor of London has become president of the Publicity Club of London and as such will be an officer of the convention.

The weekly luncheon, open to all interested in convention activities, is well attended, and is always reported in a large number of papers all over the Kingdom. A bulletin of convention progress is laid on the tables at each week. Public men of the first importance will hereafter speak at these luncheons. So great is the interest already excited, that negotiations are expected to become necessary to extend the size of the auditorium. A preliminary announcement by the program committee is expected to be issued simultaneously in London and America at an early date.

### Campaign Starting on Everlastik Webbing

A campaign to advertise Everlastik elastic fabrics and webbings is being started by Everlastik, Inc., of Boston. Plans call for the use of business-papers, magazines and newspapers. The advertising offices of the company are located at New York and The Byron G. Moon Company, Troy, N. Y., advertising agency, is directing the account.

### Hardware Men Told to Advertise

At the twenty-third annual convention and exhibition of the Pennsylvania and Atlantic Seaboard Hardware Association, Inc., recently held at Philadelphia, Charles Coolidge Parlin, manager of the division of commercial research of the Curtis Publishing Company, told the hardware men that they should advertise extensively and carry well-advertised goods if they wished to increase their business. Many of the delegates expressed the opinion that national advertising should be encouraged. The trade was also urged to adopt the metric system in place of the American standard of weights and measures. If the change is made a stricter campaign will be launched to educate the public and enlist the unified support of manufacturers.

Roy F. Soule, editor of the *Hardware Dealer's Magazine*, told his audience that price-cutting should cease, characterizing it as a menace to be fought.

### H. E. Steiner Joins Mills Novelty Company

Harry E. Steiner, for the last eight years general sales manager, director and second vice-president of the Holcomb and Hoke Manufacturing Company, Indianapolis manufacturer of the Butterkist Corn Popper, has resigned, effective March 1. He will become general sales manager of the Mills Novelty Company, Chicago manufacturer of slot machines.

Mr. Steiner will be succeeded by Thomas N. Close, who has been a sales executive with the Holcomb and Hoke Manufacturing Company.

### A. C. Sproul with Andrew Cone Agency

Avard C. Sproul has joined the executive sales staff of the Andrew Cone General Advertising Agency, New York. He was formerly in the national sales department of the O. J. Gude Company at the New York office, and was previously advertising manager of Brown, Durrell & Co., Boston hosiery and underwear manufacturers.

### F. T. Bangs Joins Kirkgasser Agency

F. T. Bangs has joined George J. Kirkgasser & Company, Chicago advertising agency. He was recently managing editor of the *Jobber's Salesman*, and formerly advertising manager of the George Cutter Co., South Bend, Ind.

### Joins Paper House of Michigan

Fred A. Perine has joined the sales staff of The Paper House of Michigan, Inc., Detroit, and will also have charge of advertising. Mr. Perine was for the last six years with the sales department of The Stubbs Company, Detroit.

# **The George L. Dyer Company**

**42 Broadway, New York**

**76 W. Monroe St., Chicago**

***The Planters' Bldg., St. Louis***



**Newspaper  
Magazine  
and Street Car  
Advertising**

**Publicity and  
Merchandising Counsel**

## Why Radio Will Not Supplant Newspapers

Louis Wiley, Business Manager of New York "Times" Says Radio Broadcasting Will Stimulate Greater Interest in Newspaper Reports—Urges Favorable Stand toward Broadcasting

THE relationship of radio to the newspaper on the score of transmitting news was explained by Louis Wiley, business manager of the New York *Times*, in an address before the Pennsylvania State Editorial Association. In that address, Mr. Wiley said:

"Radio broadcasting will never take the place of newspapers. The newspaper can be read any time. We absorb such information as we desire from its columns when we are so inclined. If we miss a point we can go back to it. But if you desire entertainment or news by radio, you must take what is provided at the hour scheduled, not at the time and place you prefer and there can be no relistening to or reselection of radio transmitted news. You must seek the radio, but the newspaper comes to you.

"Dissemination of knowledge by radio will be in a new field. It will satisfy a demand that newspapers cannot fill and there will be room for the development of both. Radio transmission of news should tend to stimulate interest in newspapers and increase their sales.

"Radio will be a most effective agent in stemming the drift of people from the country to the cities. Country life has always had a certain amount of dullness in it, owing to the lack of entertainment. The radio set gives the news, the music, the drama and the talk to the whole countryside; so that in a few years it will make no difference where a man lives. He will be able to work anywhere, and yet know and hear what is going on in the chief centres of activity. Thus, the day may not be far distant when, instead of crowding into an ill-

ventilated opera house as the one place where some Caruso may be heard, 1,000,000 people will not only listen in their homes, but advances in science will enable them to see the stage as well as hear the voice of the operatic star.

### HERE TO STAY

"Radio has come to stay. It is not a passing phase, and must be treated seriously, for its possibilities are numerous and important. Already I can visualize the time when all nations will listen to announcements of international consequence from the chief capitals: Tokyo, Paris, Berlin, Rome, Moscow, London. A quarter of a century from now Washington may announce arrangements for broadcasting university courses in journalism open to all the world. I predict that within two or three hundred years the use of radio will have brought about a universal language; and whatever newspapers exist in those days will be printed in that tongue.

"Newspapers should take a favorable attitude toward radio, for many reasons. Broadcasting is now largely a neighborhood undertaking, frequently a very large neighborhood. People are able to get together and think of the same thing, in such groups as their preferences dictate. We are gregarious creatures, and radio as well as motion picture entertainments meet the fundamental human desire to get into touch with others.

"Radio represents a people's movement. Broadcasting has the nature of great university extension courses and it is already an educational force of tremendous power.

"Thousands of youths who have made their own receiving sets will grow up in a scientific atmosphere, and no development of the apparatus or extension of service will be foreign to them. The editor, taking a wider and deeper interest, cannot afford to ignore a factor which tends to unite the people of this country, and which brings all of them into touch with the wide world across the seas."

# Consider the dealer

*An Indianapolis advertising agency recently asked each Indianapolis retailer in 15 different lines what kind of advertising he prefers to have the manufacturer use for the products he sells.*

## Grocers :

- \*69% selected newspapers, 27% exclusively
- \*32% selected outdoor, 4% exclusively\*\*

## Druggists :

- 81% selected newspapers, 26% exclusively
- 31% selected car cards, 4% exclusively\*\*

## Department Stores :

- 79% selected newspapers, 32% exclusively
- 42% selected magazines, 16% exclusively\*\*

## Men's Clothing :

- 80% selected newspapers, 40% exclusively
- 40% selected direct mail, 20% exclusively\*\*

\* The percentages on media selected total more than 100, because many dealers named more than one.

\*\* The media named second in this table ranked second in the returns.

If you want dealer co-operation, advertise in the medium that the dealer knows will help him sell the goods — newspapers. Use others if you wish, for prestige, "consumer acceptance," background, or such other "influence" — but use newspapers to make sales.

*Newspaper advertising sells the consumer*

## The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office  
Dan A. Carroll  
110 East 42nd St.

Chicago Office  
J. E. Lutz  
The Tower Bldg.

*Another chapter next week*

# *In the* **NORTHERN** *The* **Cleveland** *has the* **BU**



The Plain Dealer has the **BUYERS**

More and more the country's best merchandisers are reaching into the rich Northern Ohio market for business. *More and more* they are concentrating their advertising appropriations in the Cleveland Plain Dealer **ALONE.**

49% of the total of the national advertising campaigns appearing in **ALL** Cleveland newspapers in 1923 used no other medium.

*This is outstanding  
—but thoroughly  
sound merchandising*

**J. B. WOODWARD**  
110 E. 42nd St.,  
New York

**WOODWARD & KELLY**  
Security Bldg., Chicago  
Fine Arts Bldg., Detroit

# *The* **Plain**

**ONE Medium — ONE Ca** **AL**

# OHIO Market Plain Dealer BUYERS!

Cleveland's BIGGEST newspaper in circulation—BOTH daily and Sunday—is Northern Ohio's greatest contact between ANY-priced merchandise and *every*-class home.

Space buyers and manufacturers have learned by investigation, and proven by surveys that the Plain Dealer has the BUYERS!

Whether you are about to tap this great market—or intend to *increase* your sales—the Plain Dealer ALONE will do the job in Northern Ohio.

*Write for*

**The Plain Dealer's Book for 1924—**

**"CLEVELAND'S THREE-MILLION MARKET"**

**and How to Sell It**

*address*

**National Advertising Department**

**Dealer**  
**ALONE** Will sell it

R. J. BIDWELL CO.  
Times Building  
Los Angeles, Cal.  
742 Market Street  
San Francisco, Cal.

# Foolish Like a Fox

Modern store management makes a clear distinction between basement and upstairs merchandising. In the former emphasis is placed upon the price; in the latter upon quality. The same store operates both departments, but they do so understanding this distinction; and it is obvious that the upstairs merchandising has the strongest appeal to those with whom price is a secondary consideration. Hence the intelligent merchant displays goods in which quality is the primary consideration where they may be found conveniently by those customers to whom price is secondary. The intelligent advertiser of like goods uses the newspaper which reaches a public with taste for quality and the means to gratify it. In Chicago THE POST is that newspaper. It is read by the upstairs buyer. When you advertise mahogany furniture, real pearls, oriental rugs or high-class cars in THE POST, you are talking to the people who use these things and have the money to pay for them.

Check the Chicago papers and see how their basement advertising is concentrated in the mass circulation papers. You will find they use only upstairs copy in The Chicago Evening Post.

## The Shaffer Group

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

*It Pays to Advertise in a  
Newspaper Read by the  
Class of People Financially  
Able to Become Good  
Customers*

## The Chicago Evening Post

**"Chicago's Best and  
Cleanest Paper"**

# Sam Dellingham Writes an Advertisement

An Office Boy's Ambition Starts Things Moving in Atlanta

By Roy Dickinson

THERE are many precedents in history for a certain incident which started some excitement in Atlanta, recently.

Victor Hugo recounts one of them. After his remarkable description of the Battle of Waterloo, he says, "And these things took place and the kings resumed their thrones, and the master of Europe was put in a cage, and the old regime became the new regime and all the shadows and all the light of the earth changed place, because, on the afternoon of a certain summer's day a shepherd boy said to a Prussian in the forest 'Go this way and not that.'"

This was a shepherd boy who changed the map of Europe.

Our subject is Sam Dellingham, who almost changed the office of the *Atlanta Constitution* into—but we are getting ahead of our story. Unless office boys of the past had dreamed day dreams and started to put them into effect, there would probably be no presidents of companies today. For the dream must come before the act and the dreamers precede the doers by several years. This is what the school books teach us. At any rate, Sam Dellingham, office boy in the *Atlanta Constitution* office, dreamed a dream. And he dreamed it at a time when it led to action. It was after hours, when the advertising manager and the salesmen had all gone home, and even the telephone operator had departed. There Sam sat, and ambition perched on his shoulder. You can picture him dreaming of

the day when he should be advertising manager of the paper, or perhaps advertising manager of a great department store. And the little imp of ambition perched on Sam's shoulder said, "You can but try. The dreams of youth become the realities of manhood," Ambition whispered in Sam's ear,

## SALE OF DRESSES

STARTS TODAY!

\$39.50 DRESSES \$28.75

AT

\$20.00 DRESSES 18.50

AT

\$10.00 DRESSES 9.85

AT

Come In and Look Them Over---

Chamberlin-Johnson-DuBose Co.

THIS IS WHAT SAM GOT IN PRINT WITH THE AID OF  
A COLORED PORTER

"and just because the goal is far distant, is that any reason why you and I should not together march forward at least a few steps toward it?"

This conversation between Sam and his Ambition naturally led to some action; so Sam took a piece of paper and imagined himself advertising manager of one of the big department stores in his city, and wrote an advertisement about a great sale of dresses. "Starts today," said Sam in his copy, and then he featured \$39.50 dresses at \$28.75, and made other startling reductions from \$20 to \$18.50 and from \$10 to \$9.85. And

his imagination pushing him onward, he affixed to the advertisement the name of an Atlanta department store, Chamberlin-Johnson-DuBose Company. But just before the name of the store, Sam showed his budding genius by affixing a line that led to later action. "Come in and look them over," he said.

Having completed the adver-

Sam had written down from the hook and gave it to the foreman of the composing room. And the advertisement appeared in print.

Naturally, the department store knew nothing about it and when large numbers of people, led on undoubtedly by Sam's friendly line about "Come in and look them over," followed his advice, there was consternation at the store.

However, they sold some dresses. It is understood that the first advertisement ever written by Sam pulled like the proverbial magnet. When shoppers intent on bargains showed the advertising manager of the department store the piece of copy, its appearance was as much a surprise to him as it was to Sam. There was much telephoning and explaining to be done.

The next morning, the *Constitution* took a larger advertisement in its own columns and offered an apology to the department store. This copy explained that a bogus advertisement had been composed by one of the *Constitution's* office boys writing for his own amusement. And here comes the best part of his story.

In many interviews presidents of companies have told me that they always encouraged initiative and ambition. So I thought that what happened to Sam would have a bearing on the matter. If the head of an organization is always looking for initiative, what happens when a boy shows a whole lot of it, even though Fate steps in and later makes an apology necessary? So I wired J. R. Holliday, advertising manager of the *Constitution*, and asked him the obvious question. Here is what he replied:

"You ask did we fire him or did the department store hire him. Neither of these things were done. We have been in business too long to fire an office boy because he tries to write good copy. We are looking for fellows like that. Few office boys sit around trying to improve themselves in this manner. We kept him and what's more, mark my word for it, he will make a good advertising man yet. He looks you straight in the

An Apology to  
Chamberlin-Johnson-  
DuBose Co.

The advertisement appearing in yesterday's  
*Constitution*, headed

**SALE OF  
DRESSES  
STARTS TODAY!**

**WAS PUBLISHED  
BY MISTAKE**

The ad was composed by one of The *Constitution's* office boys, writing for his own amusement.  
Though error on our part, this original product appeared over the name of Chamberlin-Johnson-DuBose Company.

Signed  
**THE CONSTITUTION.**

AND THIS IS THE WAY SAM'S AMBITION  
WAS EXPLAINED TO THE WORLD

tisement to his own satisfaction, he considered it a while as he looked at the dim, blue horizon far out of the window and then with a sigh threw the copy in the direction of the scrap-basket. But, in such devious ways does Fate do its work, it never hit the scrap-basket. Later on, after Sam had gone home, a colored porter cleaning the office, picked up the copy and placed it on the hook where he thought it should belong.

Mr. Plutarch of Boeotia, observed back in 100 A. D. that those who aspire to great things always have to suffer. So it was in Sam's case, because in the usual course of routine a printer's devil came from the composing room, took the imaginary advertisement

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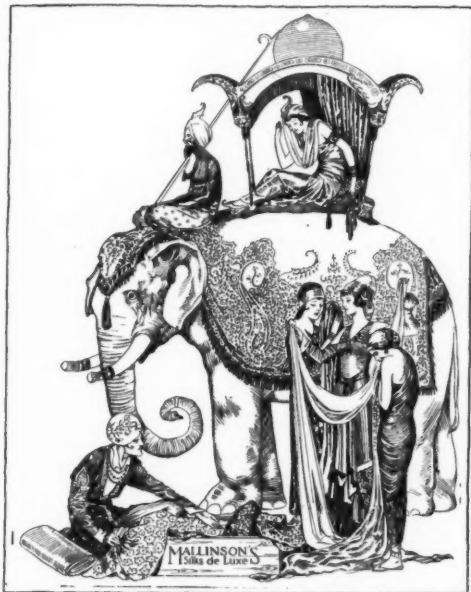
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# SILKS



© H. R. M. & Co., Inc.

**WE BELIEVE** in advertising. We attribute a large measure of our success to the wise use of this force, and no small share of this to our advertising in *Vogue* in particular.

We have used space in *Vogue* continuously since 1905. Our sustained approval of the policy and standards of the magazine is indicated by the fact that during this time we have placed over 130 insertions in it. *Vogue* has always been the backbone of our magazine campaign, as it is once more in 1924. (Signed)

H. R. Mallinson & Co. Inc.

# VOGUE

eye when he talks to you and he isn't going to do anything which he doesn't think is right."

Thus, Fate, which put Sam to all sorts of trouble and excitement, turned and helped him at the finish, for both his boss and the department store were good sports.

We hope that the recounting of this incident will not start an epidemic of "vaulting ambition which overleaps itself" on the part of office boys.

We, nevertheless, wish Sam much success in his future advertising career.

### Field of Business Scrutiny Widened in Detroit

THE 1923 report of activities of the Better Business Bureau of Detroit, recently presented at the annual meeting of the bureau, indicates a growing demand for dependable advertising and investment standards. In the investment division of the bureau during the year just closed there was a marked increase in the number of investigations made and reports submitted. The bureau increased the number of its directors from nine to fifteen at the meeting.

The retail division of the bureau issued 2,496 reports during 1923, made 333 investigations and 440 corrections. The Investment Division made 1,498 written reports to investors and prospective investors, as compared with 1,086 in 1922 and 540 in 1921. It conducted 2,370 office interviews and issued 926 reports to trade organizations, boards of commerce and other bureaus, the number being noticeably larger in each case than that of the preceding year.

The new directorate of the bureau as a result of the elections is as follows: One-year term, J. B. Mills, publicity director, J. L. Hudson Co.; Mark A. Wilson, manager of the Detroit Clearing House Association; Paul T. Bollinger, Harris, Small & Co.; and one member of the Detroit Stock Exchange to be chosen

by that organization. Two-year term, A. D. Valliquette, general manager Summerfield & Hecht; H. C. Paterson, advertising manager, Detroit *News*; Byres Gitchell, Himeloch Bros. & Co.; Andrew Mahoney, advertising manager, Detroit *Times*; H. V. Popeney, secretary, Dodge Motor Company; A. O. Day, general manager, R. H. Fyfe & Co.; F. Howard Russ, Jr., president, *Michigan Investor*; Otis Morse, advertising manager, Detroit *Free Press*.

E. W. Willard, general merchandise manager, Newcomb-Endicott Co.; G. Scott Hughes, publicity director, Frank & Seder; and Fred G. Dewey, attorney, are directors who continue in office another year. Frederick Dickinson, president of the Adcraft Club of Detroit, is a member of the board ex-officio.

### Radio Account for C. P. McDonald Agency

The advertising account of Stern & Company, Inc., Hartford, Conn., distributors of radio merchandise, has been placed with the C. P. McDonald Company, Inc., New York advertising agency. The plans for this account have not been completed. At present it is advertising in publications reaching radio amateurs, G. F. Macomber, sales manager, of Stern & Company, tells PRINTERS' INK. He also says: "This organization will undoubtedly complete arrangements in the very near future for the national distribution of one or two leaders in the radio field and there will be incorporated in our plans a comprehensive and aggressive advertising campaign aimed at the consumer public and to appear in national mediums during next fall and winter."

### Large Attendance at Move-More-Merchandise Conference

About 1,200 merchants from twenty-five States were reported in attendance at the second Move-More-Merchandise Conference held at St. Louis last week under the auspices of the American Retailers' Association and the Advertising Club of St. Louis. Speakers from various parts of the country discussed such merchandising subjects as putting on special sales; speeding up stock turnover; using manufacturers' sales helps to best advantage; boosting sales in dull times; putting on a style show, and training sales forces. The importance of advertising as a means of building sales was stressed. The program of this conference was given in the February 7 issue of PRINTERS' INK.



In Classified advertising, as well as in all other classifications, The Minneapolis Journal registered an impressive gain in 1923. While The Journal gained 10.96 per cent in Classified, the second paper's gain was but 7.31 per cent. The Journal led the second paper by a substantial margin in Grand Total of all Advertising for the year, carrying 679,127 lines more than in the previous year.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*

# Net Results that Surprise the Advertiser



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**T**HE South today is making more rapid progress than any territory in the United States. This fertile section—with its long growing seasons and wonderful climate—is now enjoying the prosperity induced by high prices and other crops.

If you are not reaching out for business in the southern states, you are neglecting one of the most fertile fields for 1924 business.

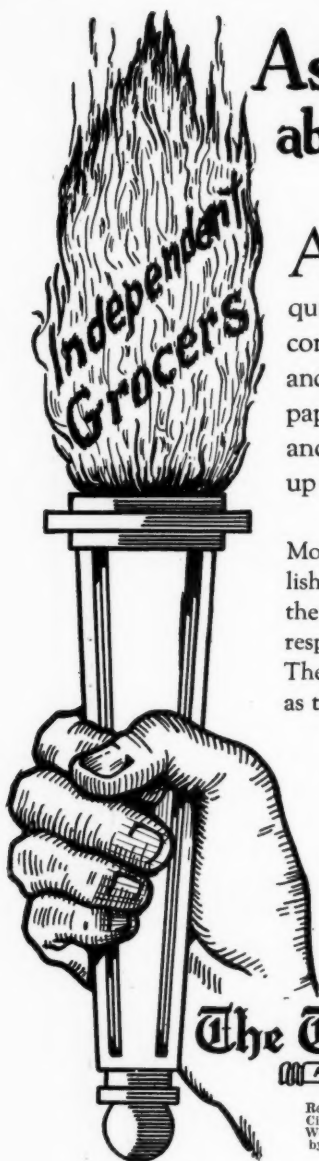
If you are not using the Progressive Farmer and Farm Woman—the only Weekly Farm Paper in the Southeast—with its intensified, localized and timely information for the different, well-defined agricultural sections covered thoroughly by its four distinct editions—you are overlooking the best market in the South—the prosperous Southern Farmer who thinks clearly, tills wisely and buys freely. Such a man depends upon fresh, live agricultural information and market news and views such as he can only get from The Progressive Farmer and farm Woman.

There are over 400,000 of these quality readers in the South who demand the Progressive Farmer and Farm Woman.



Birmingham, Ala.    Memphis, Tenn.    Raleigh, N. C.    Dallas, Texas  
 WALLACE C. RICHARDSON, Inc.    STANDARD FARM PAPERS, Inc.  
 Eastern Representative    Western Representative  
 95 Madison Ave.    Transportation Bldg.  
 New York    Chicago

*"The Land of Cotton Should Not Be Forgotten"*



## Ask the grocers about New Orleans

A GROUP of independent retail grocers in New Orleans have quit "taking it out in talk" in their competition with the chain stores and have begun co-operative newspaper advertising stressing service and quality. They plan to keep it up the year 'round.

Most of these grocers have been established for years. They know intimately the reading and buying habits of the respective neighborhoods they serve. They have selected The Times-Picayune as their exclusive medium.

During the year ended January The Times-Picayune was the medium for 47% of all the food advertising in the New Orleans newspapers—national and local, chains and independents.

**The Times-Picayune**  
 FIRST FOR THE SOUTH

Represented in New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta by Cone, Hunton & Woodman, Inc., and in Los Angeles and San Francisco by R. J. Bidwell Co.

# How New Bosch Products Are Being "Put on the Map"

Company Launches Its Biggest Advertising Campaign to Establish  
Quickly Additions to Line

FISHERMEN plying the waters of the North Coast of Spain, one would think, have no relation to an advertising campaign, in this country, on electric windshield wipers and shock absorbers. As a matter of fact, these hard-working fishermen serve as the nucleus of a story which points a distinct moral to American manufacturers of the automobile accessories mentioned and producers of other merchandise as well.

According to Consul H. M. Wollcott of Bilbao, Spain, the Spanish North Coast fishing fleet offers a good market for marine gas engines. The fishermen are substituting motors for sails. But the manufacturers who are selling marine gas engines to these Spanish fishermen have placed their motors on this particular section of the map only after a number of years of the hardest kind of work. Even now, local prejudice has not been downed. Demonstrations are still necessary. It will, no doubt, be a long time before this fishing fleet is motorized.

There are manufacturers in this country who, although they may not be selling to Spanish fishermen, find that they can make haste only very slowly. These concerns are those which, for reasons best known to themselves, refrain from climbing aboard the advertising express. They seem to prefer the vastly slower method of waiting for one user to tell another.

When speed is wanted or essential, however, the method of the American Bosch Magneto Corporation promptly comes to the fore. The plan is so simple it can be explained in just a single sentence. Sales Promotion Manager G. W. Sherin summarizes it by saying: "We have just launched the biggest advertising program that we have ever attempted in the history of the company."

This campaign, the company believes, was made necessary by two circumstances: Bosch had just placed on the market two entirely new products and there were two others which were practically new; it was desired to secure distribution and sales for these more quickly and economically than did the marine gas engine makers who developed the Spanish fishing fleet market.

The new products are the Bosch Electric Windshield Wiper and the Bosch Shock Absorber. The practically new products are the Bosch Spark Plug and the Bosch Ignition System for Fords. The spark plug is being issued as a type representing a great improvement over the old plug while the ignition system is being sold as a new product because of certain improvements incorporated in it recently.

"Our problem," says Mr. Sherin, "is to put these products 'on the map' so far as both the dealer and the consumer are concerned." Not only that, but the problem is to put them on present generation maps. Therefore, widespread advertising has been planned and the campaign is already in full swing.

## HOW ACTION WAS TAKEN

The first step was an announcement that appeared in three automotive business papers as a four-page special insert. Its appearance was followed by mailing reprints to dealers throughout the country. This insert announced: (1) Four new Bosch products; (2) a line of Bosch accessories and (3) a new sales plan. The last is a system calling for the establishment of official sales depots to supplement the activities of the 750 official Bosch service stations. The Bosch dealer, or sales depot, is not asked or authorized to render service on Bosch units. He does not need to have a repair

shop or even a garage. He is essentially part of the sales organization. All the company wants him to do is to distribute Bosch products and service parts. There are now 1,400 of these sales depots and it is expected there will be 2,000 before long.

This initial insert announcement is being followed by a succession of two-page, two-color, shock absorber advertisements; one-page, two-color spark plug advertisements and one-page, two-color Ford ignition system advertisements in a list of five automotive trade publications.

To reach the consumer full pages and half-page general periodical space is being used. These advertisements are being rotated on the four new accessories. It began on February 9 with a full-page shock absorber piece of copy. This advertising is being merchandised strongly to the dealer. Incidentally, the same advertisements are appearing in several agricultural publications.

In addition to this campaign, Bosch is conducting advertising campaigns on the regular line of starting, lighting and ignition equipment by using three-color, two-page inserts in several business papers and other advertising in motor-boat publications, etc. There is also a considerable amount of direct-mail work.

The people who will buy these new Bosch products, as well as those who will purchase the established Bosch line, are similar to the Spanish fishermen in at least this one respect—they will not fall all over themselves in a rush to purchase. Some may be frankly skeptical and others will have to be shouldered into buying. It is only the exceptional product that finds an eager market awaiting. Consequently, Bosch is hurrying sales by using advertising in a sane, and yet unstinting manner.

### Willys-Overland, Ltd., Appoints S. W. Fraser

S. W. Fraser has been appointed advertising manager of Willys-Overland, Ltd., Toronto.

### A Friend of the Christmas Tree Speaks Up

CANADIAN EXPORT PAPER COMPANY  
LIMITED

MONTREAL, Feb. 9, 1924.

Editor of PRINTERS' INK:

The notes of the Little Schoolmaster to the Class, of February 7, are very interesting, and the reference to what he rightly terms the heart-breaking desolation that is wrought in forests of the country every year to provide Christmas trees is something that should receive the hearty support of every thinking person in North America.

You will find, of course, plenty of people who will say that the farmer secures a revenue, but there is no revenue that can compensate the country for the loss of a tree that has taken anywhere from seven to ten years to grow to the point where it is selected for Christmas decoration.

One of our paper-makers by the name of George Carruthers, who has recently been elected president of the Canadian Pulp and Paper Association, and who is president of the Interlake Tissue Mills, of Toronto, Ont., has evolved a substitute for the Christmas tree which is quite interesting, and I have suggested to him that he send you a copy so that you may judge of its merit.

CANADIAN EXPORT PAPER COMPANY  
LIMITED

A. L. DAWE

### M. F. Baldwin with "Domestic Engineering"

Milton F. Baldwin, formerly editor of *Motion Picture Age*, Chicago, and more recently in charge of sales promotion and advertising for the Acme Motion Picture Projector Company, Chicago, is now associated with *Domestic Engineering*, Chicago. M. E. Symonds, formerly with the New England Mills Company, Chicago automotive accessories concern, succeeds Mr. Baldwin in handling sales promotional work and advertising for the Acme company.

### Made Advertising Manager of Waldorf Lunch System

Gladys Stevens has been made advertising manager of the Waldorf System, Inc., Boston, a chain restaurant organization.

She recently was with Clark's Restaurant, Cleveland, a subsidiary, where she has been succeeded by Dorothy Buss, who was formerly with The Lees Company, Cleveland advertising agency.

### "By-the-Yard" Campaign for Congoleum

A special Gold-Seal Congoleum By-the-Yard advertising drive will be made during March, April and May, the Congoleum Company, Inc., informs the trade. Full pages in colors in eight national magazines will be used. This "By-the-Yard" campaign is intended to capitalize on the season when housewives are thinking of spring cleaning.



AT THE HEIGHT  
OF THE SPRING BUYING SEASON

**H**ARPER'S BAZAR issues its Buyers' Service Supplement. It is sent to a list of personally visited buyers in 1,275 department stores and specialty shops. It shows reproductions of all advertisements of fashion-element merchandise in the April Harper's Bazar—without any extra cost to the advertiser. This is simply one way in which Harper's Bazar strives to render additional service to its advertisers.

*Space in the April Harper's Bazar  
and in the Supplement may  
still be reserved by telegraph.*

*Harper's Bazar*

2/- IN LONDON

50c

6fr. IN PARIS

# How Investment Bankers Use and View Advertising

Now Spending about Forty Million Dollars a Year in Advertising—  
And Regard Advertising as a Live Tangible Asset

By John W. Prentiss

President, Investment Bankers Association of America, and a Partner in  
Hornblower & Weeks.

**A**PPROXIMATELY \$5,000,000 — \$4,685,000—has been spent in New York City alone in financial advertising. I estimate that the 600 members of the Investment Bankers Association spend annually in financial advertising about \$40,000,000.

I think if anybody had told the bankers of the United States twenty years ago that they would spend \$40,000,000 a year in advertising, that they would have said that the banking industry could not possibly stand it. And I will make a prediction, that in another ten years time, the members of the Investment Bankers Association, instead of spending \$40,000,000 a year in advertising, will be spending \$80,000,000 a year in advertising; and if they do not their business is going backward.

The Investment Bankers Association was founded about thirteen years ago. It consists of about 600 private banking firms, and those private banking firms have about 900 or 1,000 different offices in different cities of the country. The greatest private banking firm in the world belongs to the association. Many of the smallest ones belong to the association. A good many of the national banks and trust companies that have departments for selling securities belong to the association, and many of the members of the Stock Exchange belong to the association. Some of us do business in stocks and bonds, some in stocks, some only in bonds; but in nearly all cases we are merchants in securities. We do not loan money. We do not carry deposit accounts.

We buy an issue of stock or an issue of bonds, and we sell it, and our profit is made in the profit in selling those securities, and you would be amazed to know how small those profits are sometimes. There is a great deal of talk in the country that the banker is very rich; but compared to the manufacturer of steel or automobiles, or the producer of oil, the banker, with one or two exceptions, is a comparatively poor man.

It is only within the last very few years that the financial houses have begun to do any national advertising at all. We have only begun to realize that advertising builds up a good-will for our firm name. We do not have the same product to sell every year, year in and year out, the way a manufacturer of food or automobiles does. We are always selling a different kind of bond or stock or something else, and we have not appreciated what it means. I know that my own firm spent \$25,000 or \$30,000 a year in the national magazines, just simply advertising the name of the firm, and that we were in the business of investment banking, and that is all. And I think it was money well spent, and our mail-order department shows the results of it.

Take the Japanese loan: That has just been floated for \$150,000,000. I suppose the advertising on that one loan alone will run up to \$100,000. It is a national loan. The money is going to be used for useful purposes in Japan. Japan is a solvent nation and has been a solvent nation for 2,800 years, and has always paid its obligations; and, incidentally, the money is to be spent in this coun-

From an address before The New York Council of the American Association of Advertising Agencies on February 15.

*A recent survey of mines shows that 94% of the buyers use the industrial publication as a buying guide.*



## Pay dirt

Gone is the swash-buckling romance of '49. The old days of placer mining are past. Nuggets are no longer picked up in quantities from the golden sands of mountain streambeds.

Profitable metal mining, milling, smelting and refining, today, is largely a matter of keeping down production costs. And keeping down production costs is largely a matter of equipment.

Naturally, the most important man in the mining industry is the production executive. This man may be manager, superintendent, engineer or foreman in the mine, mill, smelter, or refinery. But he is a *production* man.

This production executive knows processes. He knows equipment. His opinion is respected. Equipment is purchased or rejected on his "yes" or "no." He is the Man-Who-Buys. And 94-times-in-a-hundred he buys from the advertising pages of the industrial publication serving his field.

The prestige of *Engineering & Mining Journal-Press* in the metal mining industry is unchallenged. Men well known in the mining world direct this paper's editorial service. It is

the industrial tool and buying guide of the Man-Who-Buys in mine, mill, smelter and refinery.

With its 12,000-a-week circulation, *Engineering & Mining Journal-Press* puts the manufacturer of mining equipment in touch with practically every buyer in the mining field. A fair test of this "claim" always shows a rich yield of "pay dirt."

### Other Markets

As *Engineering & Mining Journal-Press* serves the mining industry, so each one of the fifteen McGraw-Hill Engineering, Industrial and Merchandising Publications is the working tool and the buying guide of the production man who buys in the field it serves.

These industrial markets and the papers which serve them are—

*Electrical*: Electrical World, Electrical Merchandising, Electrical Retailing, Journal of Electricity.

*Construction and Civil Engineering*: Engineering News-Record.

*Mining*: Engineering & Mining Journal-Press, Coal Age.

*Transportation*: Electric Railway Journal, Bus Transportation.

*Industrial*: Power, Industrial Engineer, American Machinist, American Machinist (European Edition), Chemical & Metallurgical Engineering.

*Export*: Ingenieria Internacional.

## ENGINEERING & MINING JOURNAL-PRESS

A McGraw-Hill Publication

Tenth Avenue at 36th Street, New York



## Which?

Which EVENING paper in Cleveland do you think is most likely to be reaching those readers who mean most to the average advertiser—

The paper that carries the Associated Press telegraphic news, or the one that doesn't?

The paper that has the outstanding financial, market and business pages and the best-known financial editor, or the one that hasn't?

The paper that prints a daily society column or the one that doesn't?

The paper that represents the dominant political power in local government or the one that doesn't?

The paper that fights just as hard for the rights of manufacturer, wholesaler and retailer as for

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*Cleveland is an* EVENING PAPER *City*

---

those of their employees—or the one that doesn't?

It's because THE NEWS does all of these things and others no less important that it is preferred by those EVENING paper readers of greatest intelligence, influence and buying ability.

In Cleveland advertise in the EVENING—  
advertise in THE NEWS.

The Cleveland News and Sunday News-Leader are represented by George A. McDevitt, Inc., 303 Fifth Avenue, New York, and 914 People's Gas Building, Chicago.



try for products bought here and sold to Japan.

Now, when you get on the question of industrial financing, or industrial advertising, rather, I am only going to suggest to you the way the industrial advertising affects the financial status of the particular industry advertised. Many of your clients would probably dispute the fact that their advertising increased their credit from a banking standpoint. Yet I will tell you that the banker is much more willing to buy the securities of a company whose product and whose name are nationally advertised, and he is much more willing to pay a higher price for those securities than he is for some company that is not known through the channels of advertising.

Advertising is one of the biggest assets in the world, and the banker is beginning to realize it, and I think that many industrial companies are going to realize it. You can call it advertising; you can call it good-will; you can call it good reputation; call it whatever you will, but it is there; it is a real, live, tangible asset that makes money for its owner and stockholders.

### Plan Greater Use of "Sunniland" Trade-Mark

Chase & Company, Jacksonville, Fla., distributors of citrus fruits and vegetables, are featuring the trade-mark "Sunniland" in a business-paper campaign. Some consumer advertising is also being done but more is planned for next season. The trade-mark is used in connection with Florida oranges, grapefruit, tangerines, celery, tomatoes, and potatoes. Application was recently made for trade-mark registration of the word, use being claimed since 1915.

### A. J. Newman Joins Bayuk Brothers

A. Joseph Newman, formerly sales manager of the cigar department of the P. Lorillard Company, New York, has joined Bayuk Brothers, Inc., Philadelphia, as general sales manager.

### Lloyd George with "Traffic World"

Lloyd George, formerly with the Chicago *Evening Post*, has joined the staff of *Traffic World*, Chicago.

### Plan a Family of "Bull Dog" Products

An advertising campaign is being conducted by the Hommel Manufacturing Company, Inc., Oakland, Cal., on an all-metal plaster grip for use below the surface of a stucco wall.

This grip is sold under the trade-mark "Bull Dog." The company plans to develop a family of products under this trade-mark, according to H. J. De Vere, sales manager, and to gradually nationalize their use.

Direct-mail and business-paper advertising will be used together with dealer help material. In addition to a monthly appropriation which has been made for this advertising, the company is adding a percentage of its gross sales. Mr. De Vere states that the greater amount of this money will be spent in direct-mail advertising.

This company is directed by K. L. Hamman-Advertising and Johnston-Ayres Company, Affiliated Advertising Agencies, Oakland, Cal.

### Form Advertising Business at Cleveland

The Premier Company, has been formed at Cleveland to handle direct-mail merchandising campaigns.

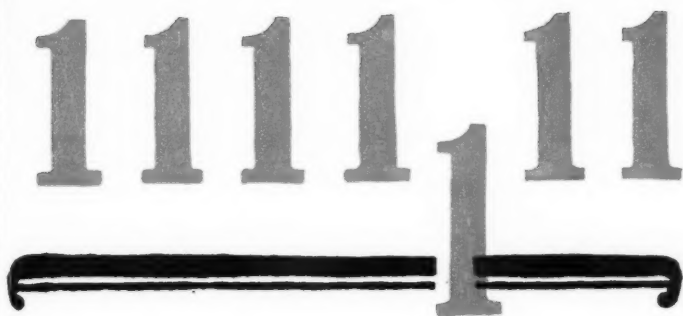
James W. O'Meara, formerly of The Wm. H. Rankin Company, The Caxton Company, Cleveland, and at one time publicity manager of the B. F. Goodrich Rubber Company, Toledo; George W. Kinzel, formerly advertising manager of the Cleveland Metal Products Company, and more recently with The Caxton Company, Cleveland; J. Dean Halliday, of the promotion department of the Newspaper Enterprise Association, and Benj. H. Noyes, recently special field representative of the National Typothetae of America, will be associated as executives with The Premier Company.

### Glove Campaign for Easter

The first consumer advertising on fine gloves of The Glove Industries Advertising Committee, New York, will begin in several periodicals just prior to Easter. At the same time a newspaper campaign will start on heavy duty gloves for both men and women for every use that represents a work occasion. The slogan, "In Any Event—Gloves," will appear in all the advertising copy. Business-paper advertising at the present time urges dealers to "Practice What You Preach" and offers pledge slips to be signed by both dealer and their friends to "wear gloves on every occasion."

### "Sunkist" Lemons Advertised as Medicine

The California Fruit Growers Exchange, Los Angeles, Cal., under the caption, "Stop Colds in This Old-Fashioned Way," is advertising its "Sunkist" lemons, urging their use in making hot lemonade to check colds.



[ *one out of every seven* ]

IN our population of 110,000,000 there are many millions of possible readers of The Digest. Just how many we do not know, but we do know what kind of people they are and how to reach them.

We know they are the more intelligent and progressive members of their communities, who have acquired tastes and responsibilities that make it necessary for them to keep in touch with the affairs of the world.

To reach them, we advertise. We advertise to them in the newspapers and other mediums and by a system of circularizing that is unparalleled in the magazine field.

# We are Circularizing

ONE out of every seven persons in the United States! So huge a mailing list must, of course, show results to justify itself. Ours does. Between November 1 and February 1 The Digest received yearly subscriptions at \$4.00 per year from 250,000 new subscribers. Right now, in February, 1924, The Digest has a circulation of 1,500,000 copies.

The economic soundness of this method is demonstrated by our records, which show that 65 per cent of these new subscribers renew the second year and an even greater proportion the third and succeeding years. Those who stick are those who need it most—in other words, those who have reached a definite economic posi-

# izing 15,000,000 People

tion, successful men and women who require that broad knowledge of the world's work that The Digest so fully gives them.

So, since news-stand sales are at 10 cents a copy, and we net more than \$3.00 a year on every new subscription and \$3.90 on renewals, our huge mailing list and our extensive program of newspaper advertising are self-sustaining.

The value of this sort of circulation to the advertiser is obvious.

Because they are intelligent and progressive, because they keep abreast of the times, such readers represent the sort of people that advertisers want to reach. They are the people who are buying automobiles and radio sets,

who spend money to improve their homes and living conditions, who influence or control the purchases of business institutions.

That they are responsive to advertising is evidenced by the manner in which they were secured. Our advertising made them readers of The Digest. Your advertising—in The Digest—will make them buyers of your goods.

## The Literary Digest

The Digest advertises in newspapers throughout the nation, some weeks using as many as 541 newspapers, buying a total of 7,558,078 lines of space in the year 1923. We also advertise in 30,000 street cars and promote "Fun from the Press" in motion picture theatres.

# To Sell or Resell? Which Will Insure Survival?

Is There a Crisis in the Careers of Most Brands of American Merchandise? What Will Save Their Lives?

By Alex F. Osborn

ONE night last month, after a sales banquet in a New England city, the sales manager and I took a stroll by way of relaxation after a strenuous stream of oratory.

After wandering along the half-deserted streets, I said to my companion:

"What's your secret? How did you get away with this job in such grand shape when all your predecessors flunked?"

He was a quiet sort of man. His personality was kind of grayish. He was far from the proverbial type of red-blooded, two-fisted, rip-roaring super-salesman. In a crowd, he might be taken for a bookkeeper rather than a leader of a sales force.

His reply was calm and clear. He said:

"Well, I make a plan, then I do one thing at a time to make the plan work."

"Yes, but what do you do? This plant has always made good goods at good value. And yet sales had fallen off for several years before you took hold. And somehow the sales went up 20 per cent your first year and 30 per cent your second year. What is your plan?"

"Simply to get the salesmen to *resell* instead of merely to sell. That's been my problem. And I confess I bungled it. If I had been any good, I could have shown the old sales force how to resell. But I couldn't change their habits, so I had to hire and train new men. That's why out of those thirty-three men that you spoke to tonight, only three of them were here when I took over my job."

He had had to fire 90 per cent of his men in order to get a gang that would *resell*, rather than simply sell goods in such a way

that they "lay there after they had been put across."

He thought his was a problem peculiar to his company, in his industry, in his market. But, I had seen so many similar problems in so many different lines, it dawned on me that the condition he had to conquer is a general one—that competition has come to a point where a crisis is crowding itself on almost every brand of every kind of product in this over-stimulated American market of ours.

Did you ever see a bunch of healthy urchins in swimming on a cold day around a small raft that held only three or four kids? The three or four strongest would fight their way up on the raft. The rest would try to pull them off so that they could crawl up out of the cold water and take their places. And the few who had been strong enough to get on top were not over-solicitous as to whether the others stayed on or flopped overboard.

## AND THE RAFT GETS SMALLER

Brands of goods are in the same condition today. And the raft is getting smaller because space in the store is getting dearer and scarcer with every jump in rental values. Each brand on the shelf is fighting for its own place, with nary a care as to whether its companion is in danger of being pulled overboard by one of the many upstarts which every day are doing their damndest to pull it off and take its place.

And in this crisis, the question is: What will enable a brand to keep its place? Advertising? Yes—that is necessary, but only to a reasonable extent, and even at that, advertising alone cannot insure survival.

Of course, absolute demand will

make a line permanently successful. But, with the exception of Campbell's Soups, Wrigley's Chewing Gum, and a few other cases, there is no such thing as absolute demand. For instance, take a thing that is bought every day such as bread. It's an absolute necessity. It's bought more frequently than almost any other product. And yet, investigations in many stores have shown me that although some brands have been continuously advertised to the extent of millions of dollars, only about five or six out of every ten customers will specify the brand of bread they want. In many cases the customer still says: "Give me a loaf of bread."

Not absolute demand, but willingness on the part of the public to *accept*—that is the real value of the advertisedness of the average brand of goods. In the bread business, for instance, when a new bread comes on the market unknown and unwanted, the grocer often tries to hand it out when merely a loaf of bread is asked for. He says: "Here is a loaf of Flybnight Bread." But the customer often declines, and not too graciously either. But when the grocer suggests some fairly well-known brand, then the chances are it is sold.

Yes, a reasonable amount of advertising is essential to the survival of a brand, but it's got to be real and continuous. If you will talk with some hard-boiled merchants, you will find that the following slant from an "eight-minute" haberdasher is typical, and pretty well lights up the corner of truth:

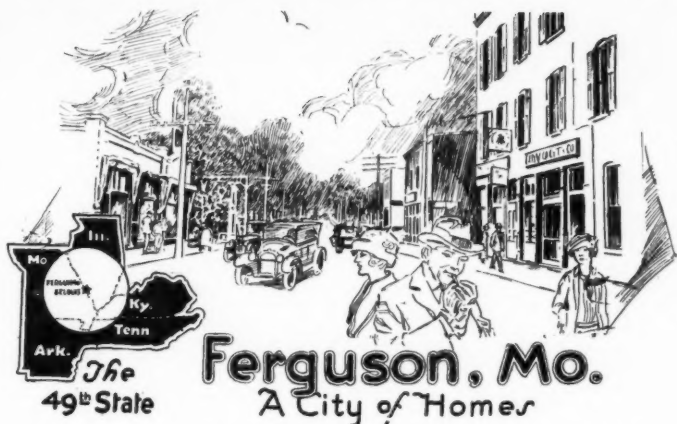
"After all," said the proprietor of a retail clothing store, "this matter of insuring the continued success of a brand is partly a matter of sufficient advertising and partly up to the salesman covering the territory. We sell mostly well advertised brands of clothing and haberdashery, for we find that sticking to such lines gives better satisfaction to the customer and insures us a better turnover. We are always shy of the new advertiser, for we are not certain what

kind of an advertiser he is going to be. He may be the fellow who starts off with full pages in color, in one or two of the big national general interest magazines, and just runs this advertising long enough to stock up the dealer with a lot of goods that he cannot sell. Or he may be the chap who has got the money and the courage to begin advertising and keep at it year after year until his business has grown large enough to bring him back a real return on his investment.

#### A RETAILER'S ADVERTISING PHILOSOPHY

"We know well enough that you've got to stick to advertising if you are going to make a success of it. Our store was advertising back in the eighties. We have to keep up our advertising just as much today as ever. If we were to drop it for a year it probably would seriously disrupt our business. We can't afford to drop it and for the same reason we can't afford to handle goods for manufacturers who are jumpy in their advertising.

"Sticking to this policy has meant at times that we have turned down some lines of goods that were very appealing to us from the start. I remember one case in particular, that of an old conservative hat manufacturer who a few years ago started advertising in a big way. I had been familiar with his line for many years, liked it and would have handled it before save for the fact that it had never been advertised in a national way and I knew we couldn't sell it fast enough to keep pace with our average turnover. When the salesman came around showing the full pages which the manufacturer had contracted for I was well pleased, but I refused to take on the line because I wasn't sure that this advertiser knew enough about advertising as yet to be certain that he would stick long enough to put his proposition across. He threatened to give another store the exclusive sale, but I told him to go ahead as I was set in my determination.



—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4½ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

**St. Louis**  
**the City with**  
**\$87,000,000**  
**to spend on**  
**Municipal**  
**Improvements**

Ferguson, twelve miles from St. Louis, is a city of homes. The population is 2000. Ninety per cent of the wage-earners hold positions in St. Louis, capital of the 49th State.

Ferguson is situated in the heart of the famous Florissant Valley, noted for the fertility of its soil. The farmers in this district are prosperous, and their purchasing power is significant.

Ferguson has bank deposits of \$400,000. The easy access to St. Louis naturally brings Ferguson people to the metropolis daily for shopping. And, even at home, they have these stores doing a \$1,000,000 business annually:

- |                             |                   |
|-----------------------------|-------------------|
| 4 Grocery Stores            | 1 Drug Store      |
| 3 Auto Dealers and Garages  |                   |
| 1 Jeweler                   | 1 Hardware Store  |
| 4 Building Material Dealers |                   |
| 1 Shoe Store                | 1 Dry Goods Store |
| 1 Men's Furnishing Store    |                   |
| 4 Confectioneries           | 1 Stationer       |

*To tap Ferguson's buying power,  
use the newspaper of the 49th State*

Globe-Democrat Circulation in Ferguson:  
Daily—336; Sunday—324

**Globe-Democrat**

**St. Louis' Largest Daily**

F. St. J. Richards, New York  
Guy S. Osborn, - Chicago  
J. R. Scolaro, - Detroit

C. Geo. Krogness, - - - San Francisco  
Dorland Agency, Ltd., - - - London  
Asso. American Newspapers, London and Paris

**We could not be satisfied  
unless we gave St. Louis  
the BEST Newspaper.**

"Well, they didn't give any store the exclusive right and they did stick to advertising; I guess they found they had bitten off a pretty big chunk, for the next year they cut down the size of their advertising—but they kept it going and eventually went into other magazines. At the beginning of the third year's campaign the salesman came along and I took up his line. It went rather slowly even then, but today it is one of the best selling lines in our store."

So right there is a whale of a job for the salesman of the new school. He has to resell his company's advertising. He has got to sink a brain-cell in the merchant's mind to the effect that "this brand is backed by good, continuous advertising." To *resell* that idea to the merchant, will bring the salesman a lot more commission in the long run than to sell an extra \$100 on the initial order.

#### CONSIDER THE RETAILER'S CLERKS

And then there is another big job of reselling to be done that counts more than lengthening that good old bill of goods. The new-school salesman has to resell the folks who resell his goods—those clerks.

Just lend your ear to this little message that one merchant gave me in talking over this question:

"The salesman plays the biggest part of all in insuring the permanent success of a brand. I always like to have a well-informed salesman come to my store and spend some time instructing my clerks how to sell his goods. I am even willing to have him come in occasionally and spend a day or so in actual selling in my store, as this shows the clerks how, better than hours of instruction.

"But some companies have salesmen who are so green that they cannot sell the goods to the retail customer much better than my own clerks. I notice that the companies who keep their salesmen on the jump so much that the men rarely have time to do any missionary work in my store are the ones that have the greenest

salesmen. Just why this should be I do not know unless it is that they try to have the men cover a larger territory than they can successfully cover, with a result that the salesman rarely makes good and has to be replaced every year or so for the good of the business."

That a lot depends on reselling the man back of the counter was further emphasized to me by the manager of a large retail commercial stationery store. He said:

"I have seen many a person come to the store definitely sold by the advertising of some manufacturer, only to have the clerk unable so to present the article in question that the sale could be made. Of course, I try all the time to educate my clerks to the point where they can properly present any article that is extensively advertised, for the reason that I know that advertised articles are the easiest to sell and the most profitable in the long run. But in spite of all I can do, incidents such as I have described occur quite frequently.

"I rarely have to break in a green clerk, as we make every inducement to our help in order to keep the force intact year after year. If that sort of selling-fluke can happen in this store, it is easy to imagine to what extent this lack of proper reselling at the point of contact can go in stores where there is a constant shifting about of help, and consequent breaking in of green clerks. More sales are lost over the counter where the goods must pass in order to reach the customer, than any manufacturer can realize.

"Who is to blame for this condition? Frankly, I am not quite sure. I know that I do all the reading of manufacturers' literature and trade magazines possible. I mark parts of such literature and pass it on to my clerks, with instructions for them to read. But there you run against the human element—some of them will read the articles and others will pass them up, or, at best, give them only a casual reading.

"Many manufacturers fall short

## Write Your Own Caption

During January only four of the six daily newspapers in Chicago showed a gain in display advertising over the same month of 1923.

The Chicago Evening American gained 104,724 lines, considerably more than the COMBINED GAIN OF THE THREE OTHER NEWSPAPERS.

**CHICAGO EVENING AMERICAN**  
EVENING

*A Good Newspaper*

## Point-by-point Emphasis

Thirtieth in cars a thousand rural population and first in gross income an acre. Oklahoma is an ideal automobile market.

**I**N addition to being one of the leading sectional farm journals in the United States, the *Oklahoma Farmer-Stockman* enjoys a comparative standing in Oklahoma which may be summed up as follows:

The *Oklahoma Farmer-Stockman* has:

- more circulation
- more Oklahoma circulation
- better circulation
- better circulation methods
- lower milline rate
- more advertising
- more exclusive advertising
- better advertising
- better physical appearance
- and demonstrable editorial leadership

## The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.

THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

in giving the clerk the information regarding the product that he has to sell. I have in mind one large and well-known fountain-pen company that recently got out a very fine book for the instruction of the clerks. This manufacturer's advertising department sent us one copy. I read this and then it got mislaid so that none of my clerks has seen it. I confess I have been rather negligent in this case, for I have never asked the manufacturer for further copies, but anyway, it was the job of that advertising department to see that we received a sufficient number of copies of that book so that each of the eight or ten clerks in this store who at one time or another handle fountain pens could have had an individual copy. That manufacturer failed to do this job well."

Yes—the job of reselling goes beyond the personal work of the salesman. It goes back into the home office. And, above all, it is the most vital phase of the general sales policy. Because, nowadays, few sales policies are worthy of their name unless their core is a plan of resale—of getting the goods off the shelves rather than on.

I stumbled into that fact some years ago when, as a cub sales manager, I took over a man's territory while he was sick. I wanted to sell a carload of our line—furniture—in a small country town, mainly to prove that it could be done.

So, one winter's day about twelve years ago, I landed in Carthage, N. Y. In those small towns, you know, the village undertaker usually sells a general line of furniture. So I called on him. I think his name was Nolan. I tried to sell him and failed, because he claimed he had sold practically nothing for a long time. Carthage is said to be the place where snow was invented. Anyway, I found the trains were snowbound and I could not get out of town that night. I went back to the hotel and sat and wondered how I could sell that man. Then I called on the local news-

paper, and found out that a page of space could be had for about fifty dollars. After dinner, I went again to see Mr. Nolan, the merchant-undertaker. He was waiting for somebody to die. He seemed to have much leisure time and was not averse to company.

After we lit up my Peter Schuyler Panatelas, I asked him whether or not he had done anything to sell any furniture that winter, and he answered, "No—why?" I then took a piece of wrapping paper and sketched out a full page that he could get for fifty dollars to advertise a real sale—with my line included. It appealed to him, and I sold the first carload. It wasn't as easy as that, of course, but the point is that it was the reselling plan and not my styles or my prices that had done it.

#### TRYING IT OUT IN LABORATORY FASHION

Since then I have seen the same thing through my own eyes as a merchant. A well-known sales executive and I went into a retail business as a side-line, to get first-hand knowledge on how a dealer really thinks and what his problems really are. So we spend our Saturday afternoons in the role of actual desperate hope-to-die retail merchants.

To listen in on us on Saturday afternoons, while we try to work out the destiny of our retail business, would be funny if it were not so pitiable. For instance, last Saturday afternoon we were debating about what advertising we ought to do this year. First we talked about newspaper advertising. My sales-executive colleague was in favor of full pages. But our general manager, the active administrator of the business, was against it. We talked about a half hour about that. Then we talked about circular letters, and got nowhere. Then we talked about hiring more salesmen. And thus, we spent all the afternoon trying to work out a sales-advertising plan for this store. It was really pitiable. A manufacturer who would give us a real reselling plan, and

whose salesman would make us use it, would be blessed and honored by us. Because that is what we are looking for.

Of course, we want quality of product. In the second place, we want value—not price—but *value*, competitive value. Then, too, we want the manufacturer to advertise his goods. But above all we want a reselling program.

The survival of the fittest? Yes. The goods must be right or the skids will get them sooner or later. But the house must build a reselling machine around and under the goods. And the salesman must see that the reselling machine is put to work. That is his job—not only positively, as the thing that will give him his most commissions, but also negatively, as the thing that will keep his line off the toboggan.

For nowadays, and from now on, in this American market of ours, even the fittest may not survive unless it be backed by *reselling*, as well as merit.

## New Argentine Trade-Mark Law Modified

**I**N PRINTERS' INK of December 13, 1923, reference was made to a bill that had already received the approval of both Houses of the Argentine Congress having to do with the marking of goods to show origin, quality, etc., and prohibiting registration as trade-marks of certain unapproved markings. Particular attention was called to that feature of the law which proposed to prohibit native Argentinians from registering or re-registering trade-marks comprising words that are neither Spanish nor taken from a so-called "dead language" excepting names of persons and to the possibility thereunder of recovery of many U. S. A. trade-marks heretofore validly pirated in Argentina.

The law in question was definitely sanctioned October 30 last and will become operative on the corresponding date of the

present year. However, while the law received general approval throughout Argentina, it was severely criticized by all of the leading newspapers there in so far as it prohibited renewals of marks heretofore validly registered under the laws previously in effect.

A movement was organized by the leading commercial and industrial institutions of the country with the result that the Minister of Finance subsequently issued a decree interpreting the law in such manner as to make it inoperative in the case of renewals of marks originally registered prior to its enactment. While this decree seems clearly in contravention of the law itself, it has the force of law until set aside by the courts or the legislature and in the meantime the law offers little or no comfort to our manufacturers whose marks have heretofore been pirated in the leading market to our south.

## Looks Forward to Advertising of Trade-Mark

The Pultex Manufacturing Company, Cleveland, O., has been formed to manufacture pulleys for purposes of power transmission. Application has been made for registration of the word, "Pultex" as a trade-mark.

"We have not as yet arrived at any definite plans regarding advertising due to the fact that this is a new company and we are just getting ready to start production," H. B. Bole, president, informs PRINTERS' INK, and adds, "It is our intention, however, eventually to use our trade-mark in our advertising so as to have this become a recognized mark."

## Chain Store Using Editorial Copy

Serial copy in reader style is being used in Canadian newspapers by Dominion Stores, Ltd., Toronto, operating a chain of more than 300 grocery stores in Eastern Canada. The copy is headed "Aunt Martha's Housewives' Column." The account is handled by the Toronto office of The R. Sykes Muller Company, Ltd., advertising agency, Montreal.

## H. D. Zelliff with United Advertising Corporation

H. D. Zelliff has joined the sales staff of the United Advertising Corporation, New York. He was formerly with the Tunnel Advertising Co., New York.

# 160,000 Detroit Families Are Radio Prospects



## ***Detroit News Survey Shows 26% Of All Detroit Listening In***

**H**ERE'S news to interest radio manufacturers. A survey of Detroit homes shows that

***26% or 57,733 Detroit homes have  
radio sets. 74% or 160,000 Detroit  
homes are without radio sets.***

Detroit offers radio manufacturers one of the greatest sales opportunities in all the world—not only because 160,000 Detroit families have yet to buy radio sets, but because Detroiters have far greater incentive to install radio sets than people in most other cities.

With only a local receiving set a Detroit family can enjoy one of America's most popular broadcasting stations.

***The Detroit News is the first news-  
paper in the world to broadcast by  
radio and it still has the finest news-  
paper broadcasting station—WWJ***

From the beginning, The News has published far more radio news and now prints 3 times as much radio advertising as any other Detroit paper!

# **The Detroit News**

**275,000 Circulation Every Day—Every Sunday**

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# Henri, Hurst & McDonald

## A D V E R T I S I N G

### Chicago



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No concern in the boiler industry has made more rapid strides in the past two years than the Weil-McLain Company.

An unsurpassable product, an aggressive sales force and a consistent policy of advertising makes *any* business safe—and profitable.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen.  
A copy will be sent at your request.

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# Business Morality at the Crossroads

Time to Listen to the Still Small Voice of Conscience, Unless Ethical Standards Are to Be Lowered

By Schuyler Patterson

HAS the time arrived when our American businesses and professions need a stronger code of ethics? Has the widespread custom of accepting gratuities and honorariums become so flagrant that we must now definitely set forth those things which a man may or may not do when he is employed? In fine, can we no longer rely on private conscience to point the way between what is right and what is wrong? Must we call on the public law to indicate when we are overstepping the bounds of good taste?

Events in Washington have brought to a head the question which has been obtruding itself for some time and which concerns many who are least suspected of it. Has a man employed in a public or private capacity the right to accept money or other valuable consideration from any outside person or organization regarding which he must form opinions in the course of his business? This seems to be the point at issue in the Congressional investigation of the oil-land leases and has its application in practically all phases of industry today.

From the theatre-usher who accepts a half-dollar for placing one five rows forward, to the bank president who does not scorn to accept a fee for granting a large loan, the system of surreptitious perquisites — in plain words "graft"—seems to have permeated the business structure from the highest to the lowest with resultant decadence in morality.

A somewhat humorous case in point, in which lack of honesty had its own reward, recently became the deciding incident in the business career of the head of one of the large trust companies, located in an Eastern seaboard city. This gentleman, whom we will call Mr. Blax, had been

heavily interested in sugar during the boom a few years ago. Unfortunately for him, however, the bottom fell out of the market before he had had time to liquidate his holdings, the result being that he found himself in a difficult situation.

One of the depositors of the bank was a large shipping concern which also had South American and Cuban interests and had likewise been caught in the same sudden deflation. Its credit having been somewhat impaired the question of loans in large amounts was open to debate and finally was carried to Mr. Blax. Seeing an opportunity to escape from a distressing position, he held a private conference with the head of the shipping organization and suggested that he would be willing to advance the funds requested, provided the borrowers would, in their turn, agree to buy from him personally so many thousand pounds of sugar at a price well above the then prevailing market. No other recourse being open, the shipper agreed, providing Mr. Blax's bank would lend sufficient additional to cover that item and include also certain sugar which the company itself had on hand.

## AND BLAX PAYS

The matter was agreed upon, but the bank's board of directors demurred, though not knowing the arrangement with Blax, finally insisting that any such loan must be made by the bank only on Blax's responsibility. Certain that the sugar situation would soon correct itself that gentleman ordered the loan. Shortly afterward, however, the shipping firm failed and Blax, sued by the bank, was forced not only to take over his own sugar but that owned by the bankrupts. At the same time the whole mat-

ter came to light and Blax resigned.

In finance such things are sometimes expected, but it has always been generally supposed that the writing craft was free. It was with great surprise, therefore, that I learned from one of the leading motion-picture stars during a recent visit to Hollywood, that he had on his payroll a number of well-known magazine contributors. Knowing that this particular artist appeared only in the most highly imaginative productions and knowing also that the authors mentioned never ventured into the fictional field, I expressed an interest in what the relationship might be.

"Oh, no; they don't write my stories," he assured me. "They are my best sources of publicity, one of them in particular. Every once in a while he pays me a visit, or I send him some piece of copy concerning myself got out by my publicity department. As a rule it must be something in regard to epoch-making scenic effects, or the engineering feats accomplished in building some particular set. Then he writes about it for one of the magazines.

"When the story is printed I pay him from fifteen to twenty-five cents a word for the entire thing, even though it has not altogether been devoted to me. That compensation, of course, has nothing to do with what he receives from the periodical. Neither of us says anything about it and I find it a far better means of attracting public attention than anything my publicity department can devise. If the editors knew the copy was inspired, of course, they would throw it into the waste-basket. But they don't. And when it comes from a man who is a finished writer and who sets it forth interestingly, they not only take it but pay for it."

What difference exists between such men and any grafting politician who has betrayed a public trust? Writers, particularly those whose manuscripts have to do with business situations and statements of fact, are expected

to convey unbiased reports to the minds of their readers. When subsidized, as in the case cited, unprejudiced opinion is obviously impossible.

The question of serving two sides has been thoroughly discussed by leading bar associations. Today, even in friendly suits, lawyers consider it better policy not to appear for both parties. It frequently occurs that potential litigants agree to a decision of their altercation by some attorney, rather than go through expensive court procedure. Most counselors will refuse to accept such a role since, though not specifically forbidden by the legal code of ethics, the assumption of a place as dual-interest referee is frowned upon.

The present trend seems to be to crowd the line of good taste as far as possible. Before we progress too far in that direction, would it not be better clearly to define just what are the best interests of honest business in the matter of accepting emoluments? Ethics have been described as the science of human inter-relationship. In modern life business relationships predominate over any other type.

#### FAIR PLAY IS THE AIM

The practical purpose in observing them is the reduction of friction, the development of higher standards, the saving of time and energy and consequently greater business speed, safety and productivity. Ethics is an abstract term for fair play. In other words the game must be played according to the rules or antagonisms, abuses, favoritisms and inequalities will result.

A few years ago William B. Colver, then Federal Trade Commissioner, was called on to define the code to govern just such situations as have been described. He drew up three tests which, he claimed, could satisfy anyone that his conduct was proper. On the other hand, he asserted, anyone violating any one or all of these rules had trespassed beyond bounds.

(1.) One who gives or receives

No. 6

*A*dvertisements which are staged as acts appealing to the dramatic instinct become part of the entertainment and stimulation for which the magazine is bought.

They add to the pleasure which the reader obtains in reading his magazine.

And they also add to the profits of the manufacturer, for a study of current advertising will quickly demonstrate that in his advertising the successful manufacturer dramatizes his product.

This is a reliable and well-established method of creating selling impressions.

More than 500,000 people buy *Hearst's International Magazine* every month because its entire contents—facts and ideas as well as fiction—are dramatized. Advertisers, therefore, KNOW that space in *Hearst's International Magazine* is profitable, for they act on this principle—

**STAGE YOUR ACT  
IN A THEATRE—**

**Don't Just Hire a Hall**

# This Furniture Store Sells \$75,000.00 Worth of Luggage Annually!

THE ROUNTREE CORPORATION, Richmond, Virginia serves approximately 3,000 families in its community and covers the surrounding territory within a radius of 25 miles.

Through newspaper and coordinated direct mail advertising they have built up a substantial bulwark of prestige and good-will. Their sales per year average about \$300,000.00.

Buyers from this institution attend the semi-annual markets in Grand Rapids, Chicago, New York, High Point and Jamestown.

Below are a few of the items carried on their floors:

Baggage (Traveling Bags and Cases)	Cribs	Rugs
Basinets (Baby)	Curtains and Draperies	Screens (Folding)
Baskets (All Kinds)	Ends (Book)	Sets (Telephone)
Bedding (All Kinds)	Hammocks	Shades (Lamp and Decorative)
Blankets	Hampers (Clothes)	Springs (Bed)
Cabinets (All Kinds)	Heaters (Gas)	Stands (All Types)
Cages (Bird) (Fibre)	Lamps (All Types)	Stoves (Coal and Wood)
Candlesticks	Linoleums	Stoves (Coal and Gas)
(Miscellaneous)	Mats (All Types)	Stoves (Oil)
Carpets	Mattresses	Stoves (Cook)
Carpet Sweepers	Mirrors (All Types)	Stoves (Heater)
Carriages (Baby)	Novelties (Smoker's)	Swings (Porch and Lawn)
Chairs (Folding)	Pedestals	Tables (Card)
Chests (Cedar)	Phonographs	Trunks
Clocks	Pillows	Velocipedes
Cots	Records (Phonograph)	Yards (Baby)
	Refrigerators	

AT Rountree's, the Grand Rapids Furniture Record is read by Mr. R. S. Rountree, Secretary and Treasurer; Mr. D. D. Eanes, Assistant Secretary and Treasurer; Mr. W. J. Hadgins; Mr. R. A. Tones; Mr. R. L. McGowan and Mr. J. K. Pittman.

*R. S. Rountree*

Secretary and Treasurer  
ROUNTREE CORPORATION

A. B. P. **The Grand Rapids**  
GRAND RAPIDS

CHICAGO CINCINNATI PITTSBURGH LOS ANGELES PHILADELPHIA NEW YORK



Rountree's sell the following percentages of items in relation to their total volume of sales:

Stoves . . . . .	2.5 percent	Kitchen Cabinets . . . . .	2.0 percent
Refrigerators . . . . .	1.75 "	Furniture . . . . .	50.0 "
Phonographs and Records . . . . .	8.00 "	Floor Coverings . . . . .	7.0 "
Curtains . . . . .	3.0 "	Luggage . . . . .	25.0 "
Total 100.0 "			

Manufacturers of house furnishings and related lines will do well to investigate the potential possibilities this great retail outlet offers.

Reprints of this series of data for filing sent to executives upon request.

# Michigan Furniture Record

Branch Offices

PHILADELPHIA NEW YORK

WASHINGTON, D. C.

MELBOURNE, AUSTRALIA

gratuities without the knowledge of his employer.

(2.) One who, in accepting, receives something which is of so great value that the transaction is obviously for the purpose of influencing his judgment or obtaining his secret support.

(3.) When something received is of lesser value—and here enters the question of entertainment—was it given with the obvious purpose of the "intensive cultivation of friendship," unknown to the employer.

Agitation has recently been raised for the adoption of a legal "business moral standard." It would seem a rather sad commentary on the conscience of the American people if this becomes necessary.

### Join Staff of John H. Dunham Company in Chicago

W. H. Patterson and William R. Nielsen have joined The John H. Dunham Company, Chicago advertising agency, as vice-president and art director, respectively. Mr. Patterson was for a number of years manager of the Retail Industrial Products department of the Westinghouse Electric & Manufacturing Company and more recently was vice-president of the Kaestner & Hecht Co., Chicago, builder of electric elevators. Mr. Nielsen was formerly with the George E. Mizen Company in charge of layouts and was previously art director with the Chicago office of the Wm. H. Rankin Company.

### Postal Receipts Drop after Fraud Stock Prosecutions

Postmaster General New reports that the postal receipts for fifty selected cities during January showed an increase of 4.40 per cent as compared with the preceding January.

This increase would have been higher, he said, if it were not for the decrease of 51.34 per cent at Fort Worth, Tex. This great decrease came about as a result of Federal prosecutions of a large number of fraudulent oil stock selling concerns. During 1923 it is stated that these concerns flooded the Fort Worth office with circulars and all classes of mail matter.

### B. F. Follett with Larvex Corporation

B. F. Follett, for the last year assistant director of publicity of the Combustion Engineering Corporation, New York, has resigned to become assistant to the general manager of the Larvex Corporation, New York manufacturer of a moth-proof liquid.

### Takes Old Shoes in Trade and Gives Them to Needy

"We Will Pay You \$1.50 for Your Old Shoes which We Will Repair and Give Free to the Needy" is the heading of a newspaper advertisement of the Florsheim Shoe Store, Toledo, O.

The copy explains that the store's repair shop will recondition the shoes and send them to some person who cannot afford to buy shoes. The advertisement promises prospective donors:

"You will save \$1.50 on your new shoes and have choice of our entire stock. You will also be contributing something worthwhile to a worthy cause. It doesn't matter how far gone your old shoes are or what make, if you will bring them in we will pay you \$1.50 for them." A box in the centre of the advertisement further announces:

"These shoes will be put in good wearable condition by us and will be distributed free under the direction of charitable institutions of Toledo. Charitable organizations are asked to call Main 5150-L to advise the number of pairs they require."

In order to get prompt response to the offer, a time limit was set.

### Plans to Advertise Crescent Wire Cable to Oil Industry

The American Cable Company, Inc., New York manufacturer of Crescent wire cable, has appointed The E. H. Clarke Advertising Agency, Inc., New York, to direct its advertising account.

A campaign will be conducted in trade publications, the copy for which will be given a historical setting. This advertising will feature famous oil wells that are well known to the people engaged in the oil industry.

### M. F. Harris Appointed by Celotex Company

M. F. Harris, formerly an account executive with the Chicago office of the Ferry-Hanly Advertising Company, has joined The Celotex Company, Chicago manufacturer of insulating material, as advertising director and sales commissioner. Mr. Harris was formerly secretary of the Audit Bureau of Circulations, Chicago, and was also at one time in the advertising department of Armour and Company, Chicago.

### Canadian Gum Advertiser Starts New Campaign

The Canadian Chewing Gum Company, Ltd., Toronto, has recently recommenced the advertising of Adams Chiclets. This account is being directed by the Baker Advertising Agency, Toronto.

### Salt Account for Hazard Agency

The International Salt Company, New York, has placed its advertising account with the Hazard Advertising Corporation, New York.

THE  
National Outdoor  
Advertising Bureau

INCORPORATED

furnishes the accurate information and the complete facilities necessary for the proper understanding, placing and handling of Outdoor Advertising.

It is the purpose of this organization to cooperate with the national advertiser through his own advertising agency to the end that the best possible use may be made of Outdoor Advertising in cooperation with all other advertising mediums.

We place Outdoor Advertising (Posters and Painted Displays) in every city and town throughout the United States. Our services in the consideration of plans and in the preparation of estimates and specifications are rendered without additional cost to the advertiser, through his advertising agency.

---

NATIONAL OUTDOOR  
ADVERTISING BUREAU

Incorporated

Fifth Avenue & Broadway  
at Twenty-fifth Street  
NEW YORK

1627 Lytton Building  
State Street at Jackson Blvd.  
CHICAGO



Housewives who  
have compared  
them all —



choose  
*Borden's*  
EVAPORATED  
MILK

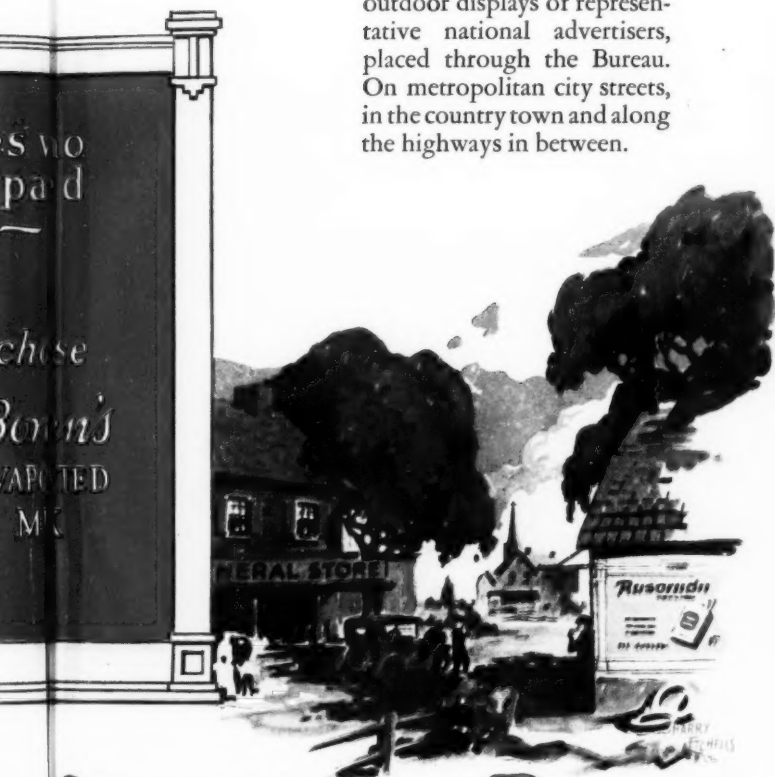
*National Outdoor Ad*

Fifth Avenue and Broadway  
at Twenty-Fifth Street · New York

INCORPORATED

# City Square to Country Corner

Wherever you go, you will see outdoor displays of representative national advertisers, placed through the Bureau. On metropolitan city streets, in the country town and along the highways in between.



## Advertising Bureau

INCORPORATED

1627 Lytton Building · State Street  
at Jackson Boulevard · Chicago

NATIONAL OUTDOOR ADVERTISING BUREAU, Incorporated

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 Advertising Service Co., Inc., The  
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 Bellamy-Neff Company  
 Benson, Gamble & Crowell  
 Betting-Thompson-Madden, Inc.  
 Blackman Company, Inc., The  
 Blaine-Thompson Company, The  
 Blum Advertising Corp., Charles  
 Botsford-Constantine Company  
 Bowers Adv. Agency, Thos. M.  
 Brandt Advertising Company  
 Brennan-Eley Co., The  
 Brissacher & Stahl, Emil  
 Bromfield & Co., Inc.  
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 Cahill Advertising Company  
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 Campbell-Ewald Company  
 Campbell-Moss-Johnson, Inc.  
 Campbell, Trump & Co.  
 Caples Company, The  
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 Chappelow Adv. Company  
 Chesman & Co., Inc., Nelson  
 Churchill-Hall, Inc.  
 Clarke Adv. Agency, E. H., The  
 Collins, Jr., Inc., Clarkson A.  
 Collins-Kirk, Inc.  
 Colton Company, Wendell P.  
 Conner Advertising Agency  
 Conover Company, S. A.  
 Conover-Mooney Company, The  
 Corman Company, Inc., The  
 Cramer-Krasselt Company, Inc.  
 Critchfield & Co.  
 Cross Company, Inc., J. H.  
 Dake Advertising Agency, Inc., The  
 D'Arcy Advertising Company  
 Darlow Advertising Company  
 Dauchy Company, The  
 Davis, J. William  
 Doe Adv. Agency, Elmer H.  
 Doremus & Co.  
 Dorland Agency, Inc., The  
 Dunham Company, John H., The  
 Dunlap-Ward Advertising Company  
 Echtermach Adv. Company  
 Edwards & Co., Geo. W.  
 Ellis Co., A. W.  
 Erikson Company, Inc., The  
 Federal Advertising Agency, Inc.  
 Ferry-Hanly Advertising Company  
 Fisher-Brown Advertising Agency  
 Foley Adv. Agency, Inc., Richard A., The  
 Frailey Adv. Company, The  
 Fuller & Smith  
 Effe & Bond Corporation  
 Gardiner Advertising Company, The  
 Goldman, Carrigan & Co., Inc.  
 Goode & Berrien, Inc.  
 Gould Company, M. P.  
 Green Company, H. B., The  
 Green, Fulton, Cunningham Co., The  
 Griffin, Johnson & Mann, Inc.  
 Gundlach Advertising Agency  
 Hamilton Advertising Agency, Inc., J. R.  
 Hanft-Metzger, Inc.  
 Hawley Advertising Company  
 Helwig Company, E. W.  
 Henri, Hurst & McDonald  
 Hill Company, Inc., Albert P., The  
 Holmes Adv. Agency, Frances  
 Honig-Cooper Company  
 Hoops Advertising Company  
 Horne & Livingston  
 Howard Company, Inc., E. T.  
 Hoyt Company, Inc., Chas. W.  
 Hulshcer-Rothenburg, Inc.  
 Izzard Company, The  
 Jorns Company, Inc., Arnold  
 Johnson-Dallis Company  
 Johnson, Read & Co.  
 Johnston-Ayres Company  
 Kahn, Siegmund  
 Kelley Company, Martin V., The  
 Klau-Van Pietersom-Dunlap, Inc.  
 Kling-Gibson Company  
 Kobbe Company, Inc., Philip  
 Koeh Company, The  
 Lockwood-Shackelford Company  
 Logan, Inc., Thomas F.  
 Long-Costello, Inc.  
 Lord & Thomas  
 Lyddon & Hanford Co.  
 Mackenney Company, W. B.  
 MacMunn, Incorporated  
 McCann Company, H. K., The  
 McCarty Company, The  
 McGuckin Company, Eugene, The  
 McCutcheon-Gerson Service  
 McJunkin Advertising Company  
 McKee Company, Inc., Homer, The  
 McLain-Simpers Organization  
 Machen & Dowd Company, The  
 Manternach Company, The  
 Martin Advertising Agency, Inc., Mac  
 Mason, C. Henry, The Advertising Agency of  
 Massengale Advertising Agency  
 Matos Advertising Company, Inc.  
 Matteson-Fogarty-Jordan Company, Inc.  
 Mears Advertising, Inc.  
 Metropolitan Advertising Company  
 Michaels Company, Harry C.  
 Mills Advertising Company  
 Miner Company, Dan B., The  
 Mitchell Adv. Agency, Inc.  
 Mitchell, Inc., J. T. H.  
 Mitchell-Faust Advertising Company  
 Morgan Advertising Agency, Inc., John J.  
 Morris Advertising Agency, Herbert M.  
 Murphy, Inc., Carroll Dean  
 Nesbitt Service Company, The  
 Newell-Emmett Company, Inc.  
 Nichols Company, Charles F. W.  
 O'Keefe Advertising Agency, Inc., P. F.  
 Olson & Enzinger, Inc.  
 Osten Advertising Corporation  
 Oswald-Whitcraft Advertising Agency  
 Payne Adv. Organization, Hancock  
 Phelps, Inc., George Harrison  
 Picard & Co., Inc.  
 Porter-Eastman-Byrne Company  
 Potts-Turnbull Company, The  
 Power, Alexander & Jenkins Co., Inc.  
 Powers Company, John O.  
 Powers-House Company, The  
 Presbrey Company, Frank  
 Procter & Collier Company, The  
 Randall Company, Fred M., The  
 Rankin Company, Wm. H.  
 Redfield Adv. Agency, Inc.  
 Richards Company, Inc., Joseph  
 Richardson-Briggs Company, The  
 Ring, Jr., Advertising Company, John.  
 Ritter Company, Inc., Philip, The  
 Ross Company, Inc., F. J.  
 Ross-Gould Company  
 Schiele Advertising Company, Inc.  
 Seaman, Inc., Frank  
 Sehl Adv. Agency  
 Sheets, Inc., J. William  
 Sherman & Lebar, Inc.  
 Shumway Company, Franklin P.  
 Smith Adv. Company, Allen C.  
 Smith & Ferris  
 Smith, Sturges & Moore, Inc.  
 Snitzler-Warner Company  
 Snow, Inc., Walter B. & Staff  
 Southwestern Advertising Company  
 Staples & Staples, Inc.  
 Storm, Inc., Jules P. & Sons  
 Strang & Prosser  
 Street & Finney, Inc.  
 Sweeney & James Company, The  
 Thomas Advertising Service, The  
 Thomas Company, David C.  
 Thompson Company, J. Walter  
 Touzalin Agency, Charles E.  
 Tracy-Parry Company, Inc.  
 Trades Advertising Agency  
 United States Advertising Corporation  
 Vanderhoof & Co.  
 Van Patten, Inc.  
 Wales Advertising Company  
 Wallerstein, Inc., Alfred  
 Walters & McLeod  
 Western Adv. Company, Inc.  
 Williams & Cunningham  
 Woodall & Amesbury Adv. Agency

# Readily Negotiable Warehouse Receipts Lower Distribution Costs

Lively Demand Being Made for Translation of Government Experience in Warehousing Farm Products into Commercial Warehousing Fields

By James True

IN many parts of the country, warehouse concerns, supervised by the Government under the Federal Warehouse Act, have been besieged for many months by manufacturers to accept the storage of automobiles, steel casings, finished lumber and other products of the kind.

Although the Warehouse Act was created for the benefit of the farmers alone, and does not allow the storage of manufactured goods under Government supervision, this condition plainly shows a lively demand on the part of the country's manufacturers for a similar system. The condition also indicates a rapidly increasing recognition of the remarkable success of the Government's inspection and supervision of licensed warehouses, as the service is conducted by the Department of Agriculture.

At this time, the results of the Government's efforts are particularly significant, because of the general movement among warehousemen to improve their service in the warehousing of manufactured and other commodities and to establish uniform warehouse receipts.

More than a year ago, the American Warehousemen's Association appointed a committee on the simplification of forms and methods for the general warehousing of merchandise, cold storage products and household goods. Last December the committee made its report; but further conferences will have to be held with the assistance of the Division of Simplified Practice of the Department of Commerce and the Domestic Distribution Department of the Chamber of Commerce of

the United States, and many details will have to be worked out before the committee's findings can be practically applied to the business of the members of the association.

The one thing most greatly to be desired, from the manufacturer's viewpoint, is a warehouse receipt that is readily negotiable. That is what the Federal service, through the Department of Agriculture, has given the farmer, in the warehousing of cotton, grain, wool, tobacco and rice, and with the assurance that other important products will be added to the list. And the greatest value of the Federal service is quickly demonstrated by contrasting the farmer's old borrowing capacity with that which he now enjoys.

## THE DISADVANTAGE OF THE OLD SYSTEM

Under the old system the farmer may have taken his products to a "bonded, licensed warehouse," but his receipt was little more than a memorandum. Many of the States provide a bonding system and issue licenses; but frequently they require only a personal bond, their supervision and inspection are superficial, and the service adds little or nothing to the negotiable value of warehouse receipts. If the farmer borrowed money, his banker was unable to rediscount the warehouse receipt; it seldom stated the grade or condition of the product, the size of the loan was small in comparison with the market value of the security, and unless the farmer was considered to be a good risk personally he usually found that his warehouse receipt had little value.

Now, when the farmer takes

any one of the five products mentioned to a warehouse licensed by the Department of Agriculture, he is given a receipt that states the condition and grade of his products according to Government standards, and he finds that his receipt is readily negotiable to an amount that is sometimes as high as 80 per cent of the market value of his products. In all cases, he is able to borrow more on his security than he could before, and there is no red tape, no investigation of credit, since the entire transaction of the loan is based on the warehouse receipt.

It seems difficult to over-estimate the loan value of the system to the farmer, and the reason for this value is the fact that the warehouse receipts issued under the Warehouse Act are accurate, uniform and complete records of the goods, recognized as good collateral throughout the country, and can be rediscounted by the banks. Many of the largest banks in the country, as well as credit organizations, have approved the system, and a number of clearing house associations have passed resolutions, similar to that which follows:

**RESOLVED,** That the New Orleans Clearing House Association, recognizing that Federal Bonded Warehouse Receipts are preferable for collateral purposes, and that the safeguards offered by the Federal Warehouse System through its selection in admitting warehouses into the system, its supervision and inspection of warehouses and the bonded responsibility of the warehousemen, are to the interest of the financial institutions handling warehouse collateral as well as the patrons of such warehouses, including producers and merchants, hereby expresses itself as favoring the licensing of warehouses under the United States Warehouse Act and urges upon warehousemen in the State of Louisiana to operate their warehouses under this statute.

Another proof of the value of the receipts as collateral occurred in 1921 when the cotton market went to pieces. At that time, rather than sacrifice the holdings of its members, the Mississippi Cotton Growers' Association borrowed \$7,000,000 on Federal receipts from the War Finance Corporation, and the association since

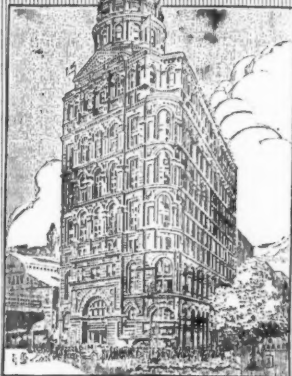
then annually borrowed about four times that amount on the same kind of collateral. And last summer, the Federal Farm Loan Board took several weeks to consider loans on other forms of collateral; but it required only about three hours to pass favorably on loans aggregating \$9,000,000 to three associations which offered Federal receipts as security.

The many advantages that would follow the inauguration of such a system, applied to the industries of the country, will be apparent to any manufacturer. The growing tendency of jobbers and retailers to make the manufacturer carry the stock-load demands a standardized, readily negotiable warehouse receipt for a great variety of products. And a nationally operated system of the kind would assist in the orderly distribution of manufactured products; it would tend to reduce distribution costs and to prevent shortages, and both its creation and its practical application can be greatly aided by the experience of the Government.

The United States Warehouse Act was passed by Congress in 1916, and amended in 1919 and in 1923. For several years it was practically inoperative, and was considered a failure by many. On April 20, 1920, the total capacity of all warehouses licensed by the act was for 40,050 bales of cotton and 136,000 bushels of grain, with no warehouses licensed to store wool and tobacco. On December 31, 1923, the licensed capacity for cotton had increased to 2,566,104 bales and a capacity of 33,819,983 bushels for grain, 25,645,000 pounds for wool and 348,399,000 pounds for tobacco.

In May, 1921, H. S. Yohe was appointed to take charge of the administration of the act. Besides several years with the Department of Agriculture, a wide business experience equipped him for the work, and he enthusiastically believed in the system. He has been intimately associated with the success of the Government in administering the warehouse laws, and recently he was asked how

# The World



## The New York Milline

Among the standard-sized newspapers of Greater New York, THE WORLD Milline is the *lowest* at which advertising can be bought. In all its circulation classifications, it offers a value unapproached in its actual economies, as the following tabulation indicates, based upon the average of the maximum and minimum millines.

### Average Millines

Paper	For City Concentration	For Trading Area	For Total Circulation
<b>THE WORLD</b>	<b>\$1.58</b>	<b>\$1.44</b>	<b>\$1.32</b>
2d Paper	\$1.96	\$1.59	\$1.44
3d Paper	\$2.37	\$1.85	\$1.45
4th Paper	\$3.69	\$2.59	\$2.06
5th Paper	\$4.56	\$2.96	\$2.40



MALLER BLDG. PULITZER BLDG. GENERAL MOTORS BLDG.  
CHICAGO NEW YORK DETROIT  
CHANCERY BLDG. TITLE INSURANCE BLDG.  
SAN FRANCISCO, CALIF LOS ANGELES, CALIF.  
SECURITIES BLDG.  
SEATTLE, WASH.

the system could be applied generally for the warehousing of manufactured products.

"In the first place," Mr. Yohe explained, "despite an impression that prevailed for some time, the Warehouse Act does not constitute an attempt on the part of the Government to interfere with business. The Federally licensed warehouses are not Government institutions. They are, in every instance, owned and operated by individuals or companies as business enterprises. The act does not compel warehousemen to become licensed under any circumstances. It is entirely a permissive act. Any owner or operator of a warehouse may apply for a Federal license, and if the warehouseman and his warehouse meet the conditions required by the act a license may be issued.

"The success of the system, our experience shows, depends upon the high standing and integrity of the warehousemen given licenses, and on careful inspection and supervision after licenses are issued. And I am convinced that no system can succeed unless the greatest care is taken in selecting and supervising the warehousemen who operate under the license.

"If given sufficient authority in this direction I believe that an association could control the vital factors of the system just as well as the Government is doing it; but it is not enough to simplify and standardize warehouse forms and methods. If the warehouse receipts are to be readily negotiable and subject to rediscount, the controlling organization would have to furnish absolute assurance that those operating under its license were business men of the highest character, experienced in warehousing and with sufficient capital to meet all of the requirements of their business. Every operator would have to furnish a surety bond, the size of which would depend upon the capacity of his warehouse, and frequent inspection would be necessary to see that he lived up to his obligations and obeyed the regulations of the controlling organization."

When asked just how these measures could be accomplished, Mr. Yohe replied that the big problem was not in framing a legislative act or a set of regulations, but in applying the law or the regulations to existing business processes. He called attention to the fact that the Federal Warehouse Act did not become operative until 1920—nearly four years after it was passed. Opposition and the necessity of education caused the delay. And the Government had some difficulty in convincing the farmer, the warehouseman and the banker that the act would materially benefit all three.

"In the matter of education," Mr. Yohe continued, "an organization of warehousemen would have the advantage of the Government's early effort. We have done about as much experimenting as the law allows, and I believe that it is necessary to follow our general program to succeed.

#### WHEN LICENSES ARE REFUSED

"In every instance, our examiners carefully investigate the character and business ability of every applicant for a license. When, for any reason, a license is refused, and we are sure of our ground, no amount of pressure or influence will cause us to change our decision. If evidence is submitted that proves we may have made a mistake, we make another investigation; but we must be absolutely sure that we made a mistake before changing our decision. And when a licensed warehouseman fails to live up to his agreements with us, we show him his error, try to set him right and give him another chance; but if he again goes wrong, we cancel his license immediately.

"The warehouseman must have a good business reputation, and he must possess a sufficient amount of net assets. He must own or rent a suitable warehouse for the storage of the products, and the business must be in charge of a competent person. The warehouseman must have all of the equipment necessary properly to

There is no greater  
Publication in  
The world,  
Than  
The American Weekly Magazine!

In fact, the next greatest  
Has only half its circulation,  
Even if it has almost  
Double its rate!

That's one reason why  
The American Weekly is called  
"The World's Greatest  
Advertising Buy."

It IS!



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the  
following Sunday Newspapers:

New York—American  
Boston—Advertiser  
Washington—Herald  
Atlanta—American  
Syracuse—American  
Rochester—American  
Detroit—Times

Chicago—Herald and Examiner  
Milwaukee—Telegram  
Seattle—Post-Intelligencer  
San Francisco—Examiner  
Los Angeles—Examiner  
Fort Worth—Record  
Baltimore—American

*"If you want to see the color of their money—use 'color'." A.J.K.*

# The Farmer is 20% Ahead of 1923 in February 1924

**C**OMMERCIAL advertisers are demonstrating their confidence in the dairy and diversified farmers of the Northwest by placing 20% more business in their favorite farm paper—THE FARMER, St. Paul—than last year.

Minnesota advertisers are using THE FARMER, St. Paul, in greater numbers and with more lineage than any other farm paper, as the following table shows:

## HOW MINNESOTA ADVERTISERS PLACED THEIR BUSINESS IN JANUARY, 1924

	FARMER	F. S. & H.	N. W. F.
Number of Minnesota commercial advertisers for January, 1924 .....	60	41	57
Total number of lines of commercial advertising for Minnesota, January, 1924 .....	8,699	4,950	5,367
Number of Minnesota live-stock advertisers, January, 1924 .....	64	37	3
Total number of lines of live-stock advertising for Minnesota, January, 1924 .....	1,519	1,762	42
Number of Minnesota poultry advertisers including classified, January, 1924 .....	469	121	119

When you advertise in the Northwest, use the publication which is subscribed to and *paid for individually* by more dairy and diversified farmers than any other Northwestern farm paper.



Webb Publishing Co.,

Saint Paul, Minnesota

*The Northwest's Only Weekly Farm Paper*

Western Representatives:  
STANDARD FARM PAPERS, Inc.  
Wallace C. Richardson, Mgr.  
1109 Transportation Bldg.  
Chicago



Eastern Representatives:  
WALLACE C. RICHARDSON, Inc.  
95 Madison Ave.  
New York City

*Largest Farm Circulation Covering the Northwest*

care for the products stored; he must be able to weigh and grade the products correctly, and he must furnish an acceptable bond in an amount fixed by the Department of Agriculture.

"The only bonds considered acceptable are those written by duly authorized surety companies which have been approved by the Surety Division of the Treasury Department. The amount of the bond is determined by the storage capacity of the warehouse. In the case of grain, it is fixed at five cents per bushel of the maximum storage capacity of the warehouse, with a minimum bond of \$5,000 and a maximum of \$50,000; but a larger bond can be required at any time.

"Before a license is issued, the department examiners make a thorough inspection of the warehouse to see that it meets all of the requirements, and the department endeavors to repeat the inspections at least four times a year. Besides, we frequently check all stock in the warehouse with outstanding receipts.

"The Government does not fix the rates of storage; but it requires each warehouseman to file a copy of his tariffs with his rules and regulations before he is licensed. If any charges seem unreasonable, license is withheld until fair charges are agreed upon, and the charges cannot be changed without the consent of the department.

"The warehouse receipt is most important, and there is only one kind issued under the Warehouse Act. The receipts may be either negotiable or non-negotiable; but every one must state the location of the warehouse, the date of issuance and the consecutive number of the receipt. The receipt must state whether the products will be delivered to the bearer of the receipt, to a specified person or to a specified person or his order. It must give the rate of storage charges, a description of the agricultural products, showing the quantity and any identification marks or numbers, the weight and the grade, as well as the standard

by which the grade is determined. It must state that the receipt is issued under the Warehouse Act and its regulations, whether the warehouseman has an interest in the products, what advances have been made or liabilities incurred by the warehouseman for which he claims a lien on the stored goods, and whether or not the products are insured. The receipt must also give the name of the warehouse, the signature of the warehouseman, a statement as to whether he is incorporated, and if so under what law, and such additional terms as the Secretary of Agriculture may, from time to time, prescribe. And on the back of the receipt there must be a statement of encumbrances and liens, if any, on the stored goods.

"While this may sound rather complicated, it is remarkably simple in practice, and the system requires the warehouseman to do only what he should do as a good business man. It is obvious that the farmer is benefited by a system that gives him a larger loan on his products, and a loan that is promptly and conveniently arranged. The banker, too, is furnished with sounder collateral. And we have a great deal of evidence to the effect that the warehousemen are getting their full share of the benefits. While we have had to cancel a few licenses, I am sure that every warehouseman who has fully co-operated with the department is satisfied with the system."

#### MANY ENDORSEMENTS

Mr. Yohe sent for some letters from the files, and they constituted a voluminous and enthusiastic endorsement of the service from all classes of business men concerned. Many licensed warehousemen have taken the trouble to write to the department in praise of the service. One declared, and stated the figures to prove, that his business had more than doubled in fourteen months as a direct result of the system. His letter was by no means unusual; others mentioned even greater increases, and all of the writers, ap-

parently, recognized that the system had placed their business on a sounder, more profitable basis.

The matter of expense is also interesting and significant. Congress appropriated only \$136,400 for the warehouse work last year, and the expense was kept within that figure. A small license fee is required, and the department makes a small charge for the initial warehouse inspection after the license is issued; but these fees are not available for administering the law. And if only 1 cent per bale per month had been charged for the storage of cotton in the licensed warehouses last year, the receipts from this source would have amounted to about \$150,000.

"Besides the benefits mentioned," Mr. Yohe concluded, "we find that, in certain sections of the country, the system has brought about a reduction of 10 per cent in insurance rates, not only on cotton and grain, but also on the warehouses and equipment. Where this has occurred the service to the warehousemen has more than repaid them for the expense of the service. But perhaps the greatest indication of the success of the service is the insistent demand from farmers and warehousemen for the licensed storage of other products. Some months ago, peanuts were added to the five products first mentioned, and the department is holding hearings now throughout the North and Northeast on the feasibility of licensing warehouses for the storage of potatoes, and broom-corn and dry beans probably will be next. There can be no doubt that the Federal Warehouse Act is sound and practical. We have demonstrated, I'm sure, that the system rests on solid principle."

#### Motor Account for Klau-Van Pietersom-Dunlap

The advertising account of the Wisconsin Motor Manufacturing Company, Milwaukee, has been placed in the hands of Klau-Van Pietersom-Dunlap, Inc., Milwaukee, effective March 1. A number of business publications will be used for this account.

#### Radio Users Pay for Broadcasting in Australia

Purchasers of radio receiving sets in Australia must obtain certificates of license from the wireless authorities of the Commonwealth according to a report to the Department of Commerce from Elmer G. Pauly, assistant trade commissioner at Melbourne. The Australian Government recently has promulgated regulations which require that every prospective purchaser of a receiving set must present to the radio goods dealer a certificate of license showing that he has subscribed to the service of the station operating on the wave length to which the instrument being purchased is adjusted. If the radio user desires to listen in on additional programs he can have his receiving set so adjusted, but only on the presentation of certificates showing that he has made separate subscriptions to each broadcasting station.

Mr. Pauly reports that at a conference of Federal authorities, manufacturers, broadcasting companies and dealers, the adoption of a uniform device for sealing receiving sets was decided upon. While the sealed set regulations may be defeated by certain owners, the Government has authority to make surprise inspections of every set to see that the seals have not been tampered with. It is understood, according to Mr. Pauly, that the sealing device which is added locally will in no way interfere with the sale of American radio sets in Australia.

#### Form Hibbard-Tree Publishing Company

The Hibbard-Tree Publishing Company, New York, has been incorporated under the laws of New York State to conduct a general publishing business. This company will publish *Good Roads*, a journal of highway engineering founded in 1892. Edward W. Tree is president; John R. Hibbard, treasurer, and I. H. Tree, secretary. C. A. Darling, Chicago, has been appointed Western representative.

#### Where Live Issues Are Found

UNITED STATES ADVERTISING  
CORPORATION

TOLEDO, OHIO, Feb. 4, 1924.

Editor of PRINTERS' INK:

I want to compliment you on the splendidly constructive work you are doing in PRINTERS' INK in keeping live issues informatively before the advertising profession.

UNITED STATES ADVERTISING  
CORPORATION

W. M. CANADAY,  
President.

#### "Mid-Week Pictorial"

#### New England Appointment

O. F. Gage has been appointed New England representative of the *Mid-Week Pictorial*, published by the New York Times Company. Mr. Gage was formerly advertising manager of the *Terre Haute Tribune*.

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# 15,867 Industrial Plants

IN the Philadelphia trading area, the richest territory in the United States, dominated by THE NORTH AMERICAN

Pay One Billion  
and Eighty-Five  
Million Dollars in  
Wages Annually

*Its Character Creates Confidence*

**THE NORTH AMERICAN**  
PHILADELPHIA

New York  
John B. Woodward  
110 E. 42nd St.

Chicago

Woodward & Kelly  
811 Security Bldg

THE OLDEST DAILY  
NEWSPAPER IN  
AMERICA — 1771

Detroit

Woodward & Kelly  
408 Fine Arts Bldg.

San Francisco

R. J. Bidwell Co.  
742 Market St.

# Perhaps He Plays Mah-Jong

A Letter and a Reply on the Question of Expense Accounts

Editor of PRINTERS' INK:

I believe it is as much of a science to know where to look for information as it is to be able to give it, and, being a subscriber to your journal, I take the liberty of asking the following question, which you may reply to yourself, or possibly it might be a good idea to publish the letter in your magazine and get the opinion of your subscribers:

What would be your opinion of the treasurer of a million-dollar corporation drawing a salary of \$10,000 a year, whose expenses while on the road calling on banks and larger dealers averaged \$20.00 a day and in some cases more than that, one trip of six weeks totaling \$1,200.00 expense, and, upon being requested by the president of the concern to itemize these accounts, refused absolutely to do so?

This man, we have every reason to believe, was neither a "booze-fighter" nor a "woman chaser." Bear in mind that all of these trips, except the blue-ribbon one of \$1,200.00 expense, were short ones, say, within a radius of 100 miles.

The reason I'm asking your opinion on this is the fact that I have checked up on every kind of traveler, from men who hit the "blind baggage" to bank presidents, and never yet have I found one whose average was over \$12.00 a day for the kinds of trips about which I am writing, and \$8.00 a day seems to be about the general average.

Now, if you should publish this in your columns, please don't mention our names, but refer to us as one of your clients.

— President

IT is entirely possible that the treasurer who does not follow those traditional money-eaters, wine and women, may be a devotee of song and chance. It has been confidently stated to us by men who travel that there are many games of chance including faro, poker, Ethiopian golf and Mah-Jong. They are often introduced by strangers in club smokers and have a disconcerting habit of running expense accounts up to alarming figures, sometimes far above the twenty dollars a day mentioned by our correspondent.

It is a hard question to answer, this "What do you think about the treasurer?" Perhaps, if he is not a Mah-Jong or bridge fiend, he entertains lavishly. If he travels to secure personal contacts for his firm instead of orders or to build good-will instead of sales and entertains customers and

prospects, twenty dollars doesn't go far, even on week days.

We know of a highly successful specialty salesman, an officer in a big company, who has been known to average \$500 a day in expenses for several days at a time. He has been known to hire a dining-car on a transcontinental train, solely for the purpose of meeting a big buyer. Again he has taken a group of buyers to the Catalina Islands for a week. He concentrated on the big buyers, and dramatic and successful sales strategy, which cost real money, proved profitable to him and his company over a long period of years.

As a matter of fact, expense accounts are comparative. They depend upon the unit of sale, trade customs and other outside causes. The amount mentioned by our correspondent would have looked very much like chicken feed to Diamond Jim Brady who had the reputation of being a star salesman as well as a prince of entertainers. It wouldn't look big to a steel king on a combined business and pleasure tour of Europe, looking both at beautiful buildings and paintings and incidentally for big orders from foreign governments for armor plate. The same amount would look big to a concern selling paper clips or notions.

Like a sailing ship returning from an ocean voyage, the damage to the expense account is comparable to the damage done to the ship by the elements. And before we blame the captain of the ship for the damage to sails and paint we must discover whether the ship has been on a cruise round Cape Horn where the waves roll high and rough, or merely on a little jaunt up the river, over smooth waters. While the treasurer's trips were short, perhaps they were tempestuous.

The matter of an itemized expense account for the treasurer, the general manager, or the road salesman is, however, a question that can't be laughed off. It

# Is Cincinnati Rich ?

**W**HEN you consider that the Personal Income Tax Returns show that Cincinnati-ans pay about \*12.8% of all taxes paid in Ohio—

And—that the Northern Kentucky district (Greater Cincinnati) pays \*13.7% of all paid in Kentucky—you can readily see what a wonderful market Cincinnati is.

—This wonderful market is covered daily by The Cincinnati Enquirer, which reaches 98% of the people who earn over 4/5ths of the total income.

I. A. KLEIN  
50 E. 42<sup>ND</sup> ST.  
NEW YORK

I. A. KLEIN  
76 W. MONROE ST.  
CHICAGO

R. J. BIDWELL CO.  
742 MARKET ST.  
SAN FRANCISCO

\* Figures computed from Tax Returns where only cities of 5,000 or more are listed.



## The CINCINNATI ENQUIRER

*One of the World's Greatest Newspapers*

Covers Cincinnati Every Day—Covers in the Way That Pays

seems difficult to say to a man, "you are a seven-dollar-a-day expense man, but you with your hungry customers who like theatres as well as course dinners, are an eighteen-dollar-a-day entertainer."

So far as the salesman is concerned it is really difficult for the individual to itemize every nickel for carfare, shine or phone call unless he keeps a little black book and jots down each item at the moment. Very conscientious salesmen have been known to spend hours trying to make accounts balance, hours they might have spent to better advantage in selling or planning sales. For this reason many concerns have adopted a flat-rate expense plan. Instead of taking an arbitrary unit for a man, one big firm in the wearing apparel field, for example, fixes a flat rate based upon a careful survey of the territory, trade customs, and local conditions. The waste time due to talking and writing about expense accounts and the complicated bookkeeping has been cut down by the plan of dividing its sales force into three classes and making a flat-day-expense rate for each class. Men covering the larger cities, who were expected to put up at the best hotels, and do a certain amount of entertaining with long jumps between cities, are allowed a higher daily expense rate than men covering smaller towns. Mileage, hotel rates, meals, entertainment and incidentals, the profitable salesman's average expenses over a considerable period of time, all were considered in fixing the flat rate.

#### SALES INCREASED AND EXPENSE REDUCED

The plan in the case of this company has increased sales and actually reduced total expenses over the old itemized plan. The salesman gets his expense money every week whether he actually spends it or not. This fact has resulted in more intense cultivation of smaller towns where hotel rates are cheap, and a better planning by the salesman of his time.

And here is a fact worth considering. Many men covering the larger cities are proving profitable to the company on a flat rate of as high as seventeen dollars a day. They are not selling a particularly high-priced unit. An examination of the letterhead of our correspondent, who naturally wishes to remain anonymous in print, indicates that the treasurer may have called on banks to get them to assist in financing a product with a high unit of sale. He is the treasurer of the company and represents the management of a \$1,000,000 concern. If seventeen dollars a day isn't too high for first-class underwear salesmen, can it be considered exorbitant for a treasurer calling on "banks and larger dealers"? We should want to know a great deal more about the details before labeling the amount too high. —[Ed. PRINTERS' INK.]

#### New Capital Flotations in 1923

New capital flotations of various securities during 1923 totaled \$4,986,474,692. New issues for 1922 amounted to \$5,244,862,294. These figures compare with \$4,203,793,085 for 1921; \$4,010,048,184 for 1920, and \$4,286,188,860 for 1919.

Farm loans issues established a high record of \$392,505,000 for 1923, as compared with \$386,415,000 for 1922; \$121,940,000 for 1921, and nothing for 1920.

Corporate flotations made a new record with a total of \$3,261,140,188 in 1923, against \$3,073,282,447 in 1922; \$2,390,907,811 in 1921, and \$2,966,304,697 in 1920. Of these totals public utilities issues amounted to \$1,138,396,158 in 1923, against \$980,433,795 in 1922, \$671,085,220 in 1921, and \$496,822,550 in 1920.

#### New Macaroni Product Is Advertised

The Creamette Company, of Minneapolis and Toronto, is running introductory copy in Canadian newspapers in a campaign on Creamettes, which is described as "the new American macaroni product." A. McKim, Ltd., Montreal advertising agency, has been appointed to handle the advertising of the account in Canada.

#### "Oil and Gas News" Becomes Monthly Publication

The *Oil and Gas News*, Kansas City, Mo., which has been issued semi-monthly, has been changed to a monthly publication effective with the February number.

# A Daily Reminder for the Housewife

If your product is one that appeals to the housewife, we have an idea for you. A Kitchen Calendar that mails for one cent—needs no envelope or container—and “speaks its piece” every day where it will get you the best results.

*Ask us more about this.*

## Charles Francis Press

461 Eighth Avenue    Telephone Lackawanna 4300

Printing Crafts Building, New York



## ***George Washington and His Flour—***

Washington, generally known to us for his statesmanship, honesty, courage and leadership, was also the leading farmer of his day.

He combined efficiency of production with the best business and sales methods of the time.

Flour marked "George Washington, Mt. Vernon," was accepted by the customs of the West Indies, without inspection.

Washington got his price regardless of current market quotations.

We all know that government and military strategy have greatly progressed since Washington's day. And just so are farm production and sales methods greatly advanced.

# **The Farm Journal**

first                      in the                      farm field  
New York                      Philadelphia                      Chicago

## Jacob Biggle *Protects His Income*

The Biggles have diversified their farm. Pure bred livestock, poultry, dairy products, and a variety of crops, assure a better than average income year in and year out.

Jacob Biggle knows that improved production and up-to-the-minute marketing methods are necessary to protect his income.

The Farm Journal has been preaching diversified farming and scientific marketing for many years. It is only natural, then, that The Farm Journal has gathered to it readers who protect their incomes with diversified farming and modern selling methods.

Because of the stability and size of these incomes, The Farm Journal's 1,150,000 families are buying all the comforts and conveniences of to-day.



*P. S. — Mrs. Biggle writes that Jacob has just bought a five-tube radio set.*

**The Farm Journal**  
first in the farm field  
New York Philadelphia Chicago

## How Industrial Advertisers Distribute Appropriations

Returns to Questionnaire Reveal Classifications in Which Ten-Million-Dollar Advertising Appropriations Fall—Report on Subject Made at Meeting of Engineering Advertisers Association

**I**NDUSTRIAL advertisers put 80 per cent of their appropriation into business and general magazines and direct mail, according to the replies received from a questionnaire recently sent out by the Engineering Advertisers Association, Chicago, to its members. Returns from this questionnaire were read at the February meeting of the association by J. R. Hopkins, advertising manager of the Chicago Belting Company.

These returns indicated that members of this association appropriate approximately \$10,000,000 annually for advertising. Averages compiled to show where the industrial advertiser is focusing his selling arguments show that 43.6 per cent of the appropriation goes into magazines, trade and general. Thirty-six and seven-tenths per cent is spent on direct mail. Advertising department salaries make up 8.3 per cent of the total and the balance is expended in miscellaneous forms of advertising.

In the company with an appropriation of less than \$20,000, Mr. Hopkins said, the work of the advertising department is usually delegated to some sales executive or to a service agency. With companies which spend more than \$25,000 annually for advertising the amount reported for salaries in the advertising department ranged from 3 per cent to 17 per cent of the appropriation. The average allowed for salaries in an advertising department spending \$152,000 a year is \$11,300, the returns showed.

As an innovation in its programs, the Engineering Advertisers Association invited M. S. Game, of the Bankers Supply

Company, to speak on a sales topic. He described the way that the Bankers Supply Company trains its salesmen and said that the standardized sales talk had been one of his company's most effective methods of progress.

Malcolm Muir, vice-president of the McGraw-Hill Company, Inc., New York, described, with the assistance of charts, the methods which his organization has used in making an audit of who buys in industry. The investigation showed, he said, that in the industrial field the publications of this field were actually the tools of a man's trade.

J. C. Winslow, of the Graver Corporation, Chicago, spoke briefly on the need of combatting misleading advertising now being sent through the mails in behalf of several fraudulent reference publications and directories.

The meeting was the fifth anniversary of the founding of the Engineering Advertisers Association and was attended by a record number of advertising men. E. R. Shaw, publisher of *Power Plant Engineering*, spoke on the origin and growth of the association, now the largest technical advertising group in the country.

## Bound Volumes of "Printers' Ink Monthly" Wanted

PAUL KNITTING MILLS  
New York, Feb. 5, 1924.

Editor of PRINTERS' INK:

Perhaps you may know if any of your advertisers or acquaintances in the advertising field have a file of *Printers' Ink Monthly* back as far as 1919 which they may wish to sell.

If so, we would greatly appreciate your kindness in putting us in connection with them so that we may negotiate for their purchase.

PAUL KNITTING MILLS,  
W. F. TODD.

## Campaign to Advertise Selfseal Cookers

An advertising campaign is being conducted by the Selfseal Pressure Cooker Company, Inc., Jamaica, N. Y., on Selfseal pressure cookers. Women's publications and direct mail are being used. The company also is directing a house-to-house demonstration campaign. Williams & Saylor, Inc., New York advertising agency, is handling this account.

Feb. 21, 1924

PRINTERS' INK



Every tenth  
reader-owner  
of the  
Elks Magazine  
is a  
merchant.

*The Elks*  
Magazine

850,000 Identified Circulation

50 EAST FORTY-SECOND STREET, NEW YORK



In the Heart of the Great White Way stands this splendid III  
 and unique achievement, and the greatest single st forv

Chicago  
 Wilmington

Atlanta  
 Cincinnati

Richmond  
 Pittsburgh

**The O.J. Gide**

550 WEST 57th ST, N.Y.

STATES

HISTORY OF THE UNITED STATES

# New Orleans

1345 MILES FROM HERE

Old World sights - sunny  
skies - famous cooking -  
quaint shops - and the  
Mardi Gras, a week of  
carnival and gaiety from  
February 26th to March 4th - you'll  
find them all in New Orleans.

Company



100-100-100



Drubker

s splendid Illuminated Painted Display Bulletin, a beautiful  
gle st forward in Outdoor Advertising for many years.

.Gide Co., N.Y.

7th ST, NEW YORK

St. Louis

Akron

Milwaukee

Cleveland

Philadelphia

London, England

*Announcing*  
**The Birmingham News**  
THE SOUTH'S GREATEST NEWSPAPER  
**New Eight-Page**  
**GRAVURE SECTION**  
**March 16th**

**T**HE BIRMINGHAM NEWS is celebrating its thirty-sixth birthday by presenting to its Birmingham and Alabama readers an eight-page gravure section beginning with March 16th.

The addition of a gravure section to The Sunday News has been in contemplation for several years, and as soon as the time was ripe The News was ready to take the step to give its readers the final touch to make The News literally

**THE SOUTH'S GREATEST  
NEWSPAPER**

This gravure section will give national advertisers an opportunity for a higher expression of art in their copy, a finer technique in illustration, and the chance to reach the only gravure audience in the State of Alabama. Advertising rate, 40 cents per line flat; copy must be in two weeks prior to publication date.

**Net Paid Circulation Greater Than**  
**76,000 Daily** **84,000 Sunday**

**The Birmingham News**  
*The South's Greatest Newspaper*

*National Representatives*

Kelly-Smith Co.  
New York

J. C. Harris, Jr.  
Atlanta

Kelly-Smith Co.  
Chicago

# A Satire on Advertising and an Answer Thereto

Winifred Kirkland and Earnest Elmo Calkins Consider a World without Advertising

By Ralph Crothers

IN the forthcoming issue of the *Century Magazine* there will appear an article by Winifred Kirkland, which gives a picture of a world in which for thirty years there has been no advertising, followed by an article by Earnest Elmo Calkins, who completes the picture and tells what happened during the next fifty years.

Somewhat in the manner of Edward Bellamy, in his famous book "Looking Backward," the author of the first article, Winifred Kirkland, writing through the pen of one, Mr. Smith Jones, looks back to October 15, 1924, at which date some mysterious force had erased every bit of advertising from the world. Mr. Smith Jones, the father of the hypothetical writer, turns white as he picks up his paper on that fatal morning and finds that the advertising pages are gone. Looking back from thirty years after, the author says, "In those early times, readers were accustomed to follow the tail of a story as it whisked around a giant tire, or wriggled through an army of men in shaving soap." The same mysterious force had erased every bit of advertising from street cars and posters, and had even made it impossible for anyone to invite anybody else to buy anything. Business at first came to a halt but later, the writer points out, while periodicals went into bankruptcy the merchants did very well.

A reading of the author's satirical treatment of advertising indicates that statistics concerning the tremendous amount of paper used for advertising, and for reading matter whose printing was partly paid for by advertisers, led her to make the indirect attack. Describing in detail a

world from which advertising had disappeared, she points out how much more agreeable it was to her hero to see the stars than the electric signs, and how men who had spent most of their time selling safety razors went back to the farm. "Master minds trained to coerce a whole continent to the purchase of a washing powder, found it mere child's play to subdue a desert, to create and supply markets or to wheedle a refractory Congress."

## THE OLD-TIME ALLUSIONS

Looking at stars in the evening is spoken of highly several times in Miss Kirkland's article, and the traditional American advertising family capering about in the evening clad in underwear, is mentioned.

It seems that the disappearance of advertising had a very definite effect upon the American character. As the author says, "I had never before seen anything but advertising in the heavens. I conceived of the eternal sky itself as a convenient background for schemes of buying and selling. Possibly watching the stars doing unhurriedly the business of eternity has inspired our new America to make its own work less ephemeral." In the year 1954, after thirty years of this disappearance, it seems that college presidents are able to spend more time in educating their charges, writers wrote better and artists did what they pleased. The self-conscious attitude due to too much advertising disappeared, and even the politicians for some reason or other began to take their elections more seriously because there was no advertising. This point was a little obscure as we read the advance proof of the

story. The writer finally arrived at the conclusion that except for a strong minority who bemoaned the passing of advertising, the world was a far better place without it.

Earnest Elmo Calkins, in the succeeding issue of the *Century Magazine*, will reply to the satirical lady in the same fantastic vein. He assumes that Mr. Smith Jones, the eminent psychologist who is supposed to have written the article on the disappearance of advertising, died before his paper was finished. The manner of his death was a sad one. A domestic, sent to have a prescription filled, was unable to find a drug store, since it had gone quietly out of business, without anybody being the wiser. In this world without advertising there were no signs over the doors, no displays in the shop windows, which were covered with half screens of fine wire instead, "like those once used by old-fashioned banking houses, that the sight of the goods may not inadvertently advertise them."

A serum which might have cured Mr. Smith Jones had not been heard of by his physician because the force of advertising had been "eliminated from the affairs of mankind by some strange influence, the exact nature of which is not yet understood." "Since," says Mr. Calkins, "this paper applies to things which happened before I was born and the description is presumably accurate as far as it goes, it may be of some value to future social economists if I continue his narrative and describe briefly the course of events from the point where his work was stopped by the hand of death." He shows that for a time the public went along enjoying the benefits of advertising without its drawbacks. Established habits kept the flow of goods continuing through the channels of trade. Although every once in a while a retail shop went out of business, and the number of empty buildings on the streets grew to alarming proportions, most people didn't know what was happening because they

merely searched harder for goods at other stores.

Stores naturally had to combine, and the old-time general store started to come back. There was no assortment or range of styles in these stores, although they were presumably supposed to carry everything. The author then describes the gradual breakup of our distribution system due to the absence of advertising and selling. He compares the process to a film run backward. As in a reverse movie the figure of a diver springs from the water preceded by a splash, lands on the spring-board and runs backward, "in the same way the vast and complicated structure that distributed every and all kinds of goods all over the country from numerous factories to countless retail stores was thrown into reverse by the removal of the advertising and selling pressure, and mankind was successively carried back to each stage of material progress through which it had come, restoring old methods and institutions that had been displaced by better ones, and in turn erasing these for more primitive and elementary ones."

#### EXIT LUXURIES

As few people bought an article, the more it cost to make that article and naturally the more it cost to sell it. The higher prices were, the fewer the number of purchasers became. A necessity became a luxury, and luxuries gradually became extinct.

In friendly and humorous style, Mr. Calkins then proceeds to emphasize the economics of advertising in a simple and interesting manner. He shows that there was no way in this dream world to establish a new connection when a manufacturer or wholesaler went out of business. There was no way for the dealer to learn the name and address of the new house, or its prices, or the kind of goods it made and sold.

The retailer began to buy as little as possible and sell without enthusiasm. "His only prompting to buy now came from his customers' demands, and these were

*Another Hit!*

**500,000**

circulation with its  
8th issue, the April  
number

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# **True Romances**

*A Macfadden Publication*

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**SIXTH!**

in the Printers' Ink  
summary of February  
magazines, flat and  
standard sizes.

✓  
*Space Buyer  
 File for  
 Reference*

### JOPLIN'S FARM INDUSTRIES MORE VALUABLE THAN HER LEAD AND ZINC MINES

JOPLIN, Mo.—Although all records for lead and zinc ore production in this district were broken for 1923, with a total value of \$37,332,558.00, income from farm industries exceeds this figure by some \$8,000,000.00. This record has the additional virtue of representing diversified farming. The official valuation of farm products in this area for 1923 amounts to

## \$46,038,220.00

With the following diversification:

Crops . . . .	\$20,064,670
Fruit . . . .	7,389,567
Livestock . . . .	5,351,848
Dairy and Poultry . . . .	13,144,957
Misc'l, Wool, Wood, etc. . . .	87,178

Agriculture and Mining  
 provide an income of . 83,390,808

This represents a trading area of more than 250,000 people, closely united by concrete roads and by steam and electric railways. Now you see why so many advertisers are going after this market; they know a good one when they see it. And they know how to reach this market, too, for they use

## THE JOPLIN GLOBE AND NEWS-HERALD

*It's the logical way to reach this market*

*Representatives*

**E. Katz Special Advertising Agency**

New York Chicago Kansas City Atlanta San Francisco

getting less and less insistent, and more and more confined to bare necessities."

He takes up the case of the safety razor as showing in a specific way what happened to one particular product. His description contains some real economic arguments for advertising with a jolly reverse twist. After the younger and more enterprising men were finally forced to combine and send representatives to the nearest cities to find places where razor blades were sold, and buy them in one large amount for the whole group, even these men became discouraged, and eventually "a group of average middle-aged business men looked like a frieze of minor prophets." Finally there was but one manufacturer left who made safety razors. His product sold at an exorbitant price and finally nobody could afford to shave at all.

He mentions a group of other articles which "passed through the same stages of increasing scarcity and higher prices, until they finally disappeared entirely, and along with them the habits they had created." Then taking a liquid vegetable shortening as an example, the author points out through the reverse method some of the economic advantages of advertising, as the new race of housewives grew up who had not been born in the days when it was a practice to give food products a character by advertising them. He shows the world of housewives going back to the old days when lard was scooped out into a wooden platter, and sugar, vinegar, dried fruits, breakfast foods and other household articles were brought by the grocer in the largest possible container and retailed in quantities to suit. Grocers began to lose interest in the quality or cleanliness of the goods. They didn't know where they were made or where they came from. "The time when one could walk into the dirtiest store and buy a sealed package of sugar or a box of soda biscuit without a qualm or misgiving was remembered only by very elderly ladies." A good

example of Mr. Calkins style is shown in the following quotation:

"A manufacturer who made tomato ketchup, say, might use only the fairest and ripest tomatoes, the purest and most delicate spices, and put the largest quantity possible in his bottles by squeezing out the superfluous moisture; he might, indeed, make just such a dainty as he would wish to eat himself. And in the store his bottle would stand beside that of another maker who had used seconds and spent tomatoes and adulterated spices and benzoate of soda to make it 'keep,' and who had filled up the bottle with water. There were two bottles side by side, looking exactly alike, and no customer could tell the difference. And this was true of hundreds of foods even while they were still sold in individual containers. When all came to be put out in bulk, the last protection of the consumer was taken away. Naturally, even the most conscientious manufacturer was influenced by such a state of affairs. Despite himself, he became more lax, for when he could no longer have the credit for a good product, he ceased to feel responsibility for a bad one."

#### THE BROOM RETURNS TO GLORY

The vacuum cleaner disappeared, and home-made brooms and other products came into use. No manufacturer wanted to go ahead and make up a few, if any, new inventions designed for the housewife's comfort and benefit, because there was no means by which the housewife could possibly manage to buy them. Spinning wheels came back into the homes, and shoes were made by the cobblers from leather tanned by the local tanners, and some were actually home-made, with wooden soles.

Writing of the time when the world without advertising had been going on for fifty years, the author looks back to the days when the housewife could toast a bit of bread, or boil coffee or an egg, by sticking a plug in a wall, or clean her floors by pushing about a device that licked up the

dust and dirt. All these things had disappeared and the world which had come to depend upon advertising, retrogressed to a civilization of the Middle Age. "In the large cities, it is still possible for people of means to have made up specially and to order such things as kitchen cabinets, phonographs, vacuum cleaners, fireless cookers, sewing-machines, gas-ranges, hot-water heaters, and other old-time conveniences, very much as their ancestors used to have made reproductions of old highboys. Indeed, many of the well-to-do have some of the comforts and conveniences that the poor had in 1920."

Mr. Calkins ends his reply by describing a great award made by some Edward Bok of the future, in which a prize of \$500,000 was being offered to anyone who "will invent or devise a practical and satisfactory substitute for advertising and selling." Mr. Calkins' reply seems to leave very little for Miss Kirkland, author of the first article "Does it Pay to Advertise?" to stand on. But then perhaps we are slightly prejudiced in favor of advertising.

### Magazine Campaign for Autorobe Trunks

The Autorobe Trunk Company, Petersburg, Va., informs dealers that it will use large space in four national magazines to advertise its Autorobe wardrobe touring trunk. The company offers dealers an automobile running board for demonstration purposes, and folders in color for mail enclosures.

### Becomes Officer of Kant Rust Corporation

Granville P. Rogers has resigned as general sales and advertising manager of the Pyrene Manufacturing Company, Newark, N. J., manufacturer of fire extinguishers, to become vice-president, and director of sales and advertising of the Kant Rust Products Corporation, Rahway, N. J.

### Simplex Ironer Account for N. W. Ayer & Son

The American Ironing Machine Company, Chicago maker of Simplex ironers, has appointed N. W. Ayer & Son, to handle its advertising account.

### Claims Historic Authority for "Xmas"

SEARS, ROEBUCK AND COMPANY  
CHICAGO, Feb. 9, 1924.

Editor of PRINTERS' INK:

Your second "Schoolmaster" in PRINTERS' INK of February 7, in which you refer to the word "Xmas" as being an offence to good taste interested me not a little for the reason that up to a few days ago I heartily agreed with you.

However, on reading a book recently, "Scottish Symbols," by William M'Millan, a Scottish antiquarian of great repute, I discovered that Xmas is not only correct usage but an extremely ancient one. Its origin was not, as people commonly supposed, derived from an unctuous attempt to avoid using the name of Christ, but to quote M'Millan; "the origin of the Saltire or Saint Andrews Cross is to be found in the sacred monogram borne first by Emperor Constantine in the fourth century AD. In Greek, the initial letter of the name of Christ is simply the Saltire represented in our alphabet by the letter 'X.' The Saint Andrews Cross or Saltire, is given further sacred significance in that it was the form of cross used to crucify the saint whose name it bears."

Upon delving further into the matter I found that in ancient papal ecclesiastical forms the word "Xmas" signified "the mass of Christ" and this form of spelling had been used by the College of Cardinals as late as the sixteenth century.

The Saltire, argent on a field of azure, is also the national flag of Scotland.

SEARS, ROEBUCK AND COMPANY  
J. L. WOOD.

### R. E. Ramsay Directs Course on House-Organs

A course in the publishing of house-organs is being given by the New York University School of Commerce, New York, under the direction of Robert E. Ramsay, vice-president in charge of the advertising department of James F. Newcomb & Company, New York, producers of direct-mail advertising and general printing.

### Canadian Campaign for Phillips Milk of Magnesia

Canadian publications are being used in a campaign on Phillips Milk of Magnesia which is being conducted by Sterling Products, Inc., Wheeling, W. Va. The Thompson Koch Company, Cincinnati advertising agency, is directing this advertising.

### Yellow Cab Net Income Up 33 Per Cent

The Yellow Cab Manufacturing Company, Chicago, reports net income for 1923 of \$4,005,365 after expenses and taxes. This compares with \$3,038,926 earned in 1922, and represents an increase of 33 per cent.



## The Washington Star

*Carries Your Message All  
Over the National Capital*

It is the ONLY medium by which you can surely reach practically everybody in this substantial community.

Of The Star's over 100,000 circulation—Evening and Sunday—94% is centered right here in Washington—and more than 50% goes straight into the homes—where advertising is productive of the maximum results.

Washington is one city where ONE NEWSPAPER IS ALL THAT IS NECESSARY—and THE STAR IS THAT PAPER.

## The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

New York Office  
Dan A. Carroll  
110 East 42d Street

Chicago Office  
J. E. Lutz  
Tower Building

# It All Depends on



**It Took 39  
Years to Write  
This Important  
Investment Book!**

**NOW FREE TO EVERY INVESTOR**

Thirty-nine years of intensive experience—thirty-nine years of sound, conservative business practice—thirty-nine years of earning and investigating thousands of investments—were necessary before we acquired the fundamental investment knowledge we have embodied in this important book.

THIS book tells in clear, definite language the basic influences on...

[illegible]

**Group A**

**NO** matter in which group you plan to invest, there is no investment plan that helps you save, protect your savings, and pay as liberal a price as is consistent with this safety—up to 7%.

There is but one fundamental upon which the safety of your investment depends—the integrity of your investment. This requirement is well met by **George M. Foxman & Co.**, who from a 17-year association with sound investments, with attractive yields have prepared a plan for you. Mail the appended coupon for the booklet, "How to Select Safe Bonds."

**The Man Who Spends All**  
 For the man who finds it extremely difficult to save it is typically no instant that a man be found to saving a habit but also a habit of absolute safety. A plan is a man or woman in the

### The Woman Alone

**Savings Depositor**

**The Father With Foresight**

### The Speculative Buyer

**3 REASONS**  
why 10,000  
Investors Buy  
**FORMAN BONDS**

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only to demonstrate  
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**Important Investment Book**  
**FREE**

**GEORGE M FORMAN  
& COMPANY\***  
MEMBERS OF CHICAGO  
STOCK EXCHANGE

The advertisements of George M. Forman & Co., illustrated above, are only five of hundreds of conspicuously successful keyed advertisements produced by this agency. We have selected fifty of our advertisements, representing a wide variety of businesses, and mounted them in a large portfolio to show to any advertiser interested in learning more about R & R selling copy. This portfolio cannot be sent through the mail. But one of our representatives will gladly take it to you at your request. No obligation. Merely drop us a line. And please mention "Printers' Ink."

# ds on the Copy

**C**OPY is what makes or breaks your advertising. It can thrill your prospects with enthusiasm and inspire them to action, or it can mumble with indifference and freeze their half-awakened desire. The right appeal woven into a powerful selling story will make *two or more* sales against every *one* made by the average kind of copy.

From the first this agency has specialized in finding the best copy appeals and producing advertisements that sell goods at a profit. Practically every advertisement we prepare for our clients is keyed. We have checked the keyed returns from millions of dollars' worth of advertising and charted the relative pulling power of almost every known appeal. Each new piece of R & R copy is built upon this organized experience. And the best proof of our ability to produce consistently profitable copy is that, with all our clients free to leave us on five minutes' notice, we place more keyed advertising than any other agency.

**Ruthrauff & Ryan *inc.* Advertising**  
 New York: 404 Fourth Avenue at 28th St.  
 Chicago: 225 North Michigan Ave.

# WICHITA FALLS, TEXAS

**Population 51,500**

*Bureau of Census Estimate July 1, 1923*

## 1923 Record of the Newspapers

### TOTAL ADVERTISING 1923

	Local	National	Gain Over 1922
Times . . . . .	390,277"	70,751"	72,449"
Record News . . . . .	271,018"	22,285"	25,154"
TIMES LEAD . . . . .	119,259"-44%	48,466"-217%	47,345"-188%

### PAID CIRCULATION

Wichita Falls Times, December, 1923 . . . . . 13,565

A. B. C. Statement  
Sept. 30, 1923

	Daily	Sunday	
Times . . . . .	12,757	12,582	5c Flat
Record News . . . . .	9,806	9,817	4c Min.
TIMES LEAD . . . . .	2,951	2,765	

The Times has the largest paid circulation in the Wichita Falls territory of any paper, including those of Dallas or Ft. Worth. It is impossible to cover the Wichita Falls market without the Times. Predated and forced circulation of Ft. Worth and Dallas papers cannot affect the situation.

Oil, agriculture and wholesaling combine with splendid retail outlets to produce an exceptional market. That is why sales managers should group Wichita Falls, over 50,000 population, with larger cities and include Wichita Falls in all Texas advertising campaigns.

## Wichita Daily Times

A. B. C. Member

Evening and Sunday Morning

**Wichita Falls, Texas**

**E. Katz Special Advertising Agency**

New York Chicago Atlanta Kansas City San Francisco

## Tying Trade-Marks Valueless without Con- stant Promotion

KEELOR & HALL COMPANY  
CINCINNATI, OHIO

Editor of PRINTERS' INK:

Recently we wrote you asking you if you had published any articles or had definite information about the results obtained from national advertising which merchandised association trade-marks for the benefit of members of these associations.

Here is the situation. A manufacturer of burial goods which cannot be advertised directly to the public wants to increase his business by the use of national advertising for the benefit of the better class of undertakers.

In order to form a complete tie-up between the undertaker and the national advertising, the manufacturer proposes to merchandise in this advertising a trade-mark or symbol which can be displayed upon the windows of undertaking establishments, in the undertaker's local newspaper advertising, upon his stationery, etc. The trade-mark or symbol is to be registered and issued only to worthy undertaking establishments.

The manufacturer will make no charge for the use of the trade-mark. No association of undertakers will be formed, as the manufacturer does not wish to conflict with, in any way, but rather to promote those forces or agencies which will raise the ethical, scientific and business standards of all undertakers.

So much for the fundamentals of the plan. What we now require is a record of results obtained in similar or parallel cases of advertising and merchandising. In this instance we should like to know definitely, if possible, what reception the dealer has given to a proposition of this kind.

The Army & Navy stores with their trade-mark signifying "A Good Dealer" is perhaps the closest approach to a similar situation. If you have any other enterprises in mind to which you can refer us, you are assured of our appreciation of that favor.

KEELOR & HALL COMPANY,  
F. Y. SPENCER.

**T**HERE have been several campaigns approximating the idea outlined in this letter from the Keelor & Hall Company. Three or four stand out. The advertising of the American Laundry Machinery Company of Cincinnati is of the type. It is intended unselfishly to help laundries. The company advertises in newspapers and in national mediums to promote the idea that it is advisable for people to send the family wash to the laundry. In addition to this, local helps and

direct-mail material are furnished the laundries that use the company's machinery. The company uses no tying trade-mark. Because of this the advertising is helpful not only to the company's customers, but also to others who do not use its machinery. The methods of this Cincinnati organization have been described in detail in PRINTERS' INK, once in the issue of July 3, 1919, and again in the issue of November 2, 1922.

The McQuay-Norris Manufacturing Company is advertising to gain recognition for motor reconditioning stations that are being operated under McQuay plans. Each such station is to receive an emblem which will be prominently displayed so that motorists will know that McQuay-Norris standards are adhered to. An article in the December 13, 1923, issue of PRINTERS' INK gives the details of this campaign.

The Fleischmann Company of New York is another organization that has done considerable advertising to help users of its yeast. Every baker who uses Fleischmann's yeast is supplied with a green window transfer sign which reads to the effect that "Eat more bread—it is good for you." There is no question that the advertising done by the Fleischmann Company in all sorts of mediums is helping to increase the consumption of bread products. The activities of Fleischmann have frequently been described in the Printers' Ink Publications.

Somewhat of the same nature is the current plan of the Sun-Maid Raisin Growers. They are advertising in many mediums to promote Wednesday as Raisin Day. Bakers who are co-operating with the association in this effort display a sign announcing the fact that Raisin Bread can be had every Wednesday.

It might be added in conclusion that the value of all plans of this kind depends entirely on the continuity and effort that is put behind them. A tying trade-mark or insignia of any sort used to identify retailers is of no benefit unless the insignia is promoted

extensively enough to gain recognition for it in the minds of the consuming public. The mere use of a trade-mark of this kind will accomplish little. It must be promoted constantly to gain value.—  
[Ed. PRINTERS' INK.]

### Tacoma Advertiser Owns Your Home Movement

**H**OW too many minor campaigns of advertising can miss the mark when one large campaign well directed will generate momentum sufficient to reach a dozen different industries is illustrated by the Own Your Home movement in Tacoma, Wash.

Manufacturers and retailers of furniture, hardware men, real estate dealers, lumbermen, electricians, plumbers and bankers have been behind the movement, but until recently there was little co-ordination of effort.

John Dower, president of the Tacoma Own Your Home Association, recently called a meeting to focus attention on more unified advertising. Of this he says: "The real estate men were advertising real estate when the people really wanted homes. The building and loan men were advertising their loans when the prospective builder had nothing to borrow on. The plumbers were advertising their goods and the people had no need for them. It was the same with the electricians and lumbermen. None of us was doing anything to encourage or help home building. I thought it was advisable to raise a fund of from \$10,000 to \$20,000 and put on an 'Own Your Home' campaign and try to get more homes per capita in Tacoma than any other city in the United States. This proposition spread like wildfire and everybody in town is now interested in the movement. We are about ready to start our campaign, which will consist of outdoor and full-page newspaper advertising with pictures of homes and anything else that can be done to create a desire on the part of people for homes."

### Ford Made One-Half 1923 Motor Output

The Ford Motor Company made 2,200,682 automobiles, trucks, and tractors during 1923, 775,059 in excess of any previous year. The figure includes 1,915,485 automobiles and trucks made in this country; 175,474 in foreign plants including Canada; 101,898 tractors, and 7,825 Lincoln cars. The company plans to start a production program of 10,000 cars daily early this spring.

The Ford production total gains added interest from comparison with data of the Department of Commerce which gives the 1923 output of 186 manufacturers as 3,636,599 passenger cars and 376,257 trucks, a total of 4,012,856 automobiles. Exclusive of foreign production the Ford figure is more than one-half of the whole total.

### Joins Experimenter Publishing Co.

P. J. Carroll has joined the advertising staff of the Experimenter Publishing Company, Inc., New York, publisher of *Radio News*, *Science and Invention* and *Practical Electrics*. He will represent these three periodicals in the Eastern territory.

### F. J. Herlinger Joins Prather-Allen Agency

F. J. Herlinger, formerly assistant advertising manager and art director of The Lunkenheimer Company Cincinnati, valve manufacturer, has joined the staff of the Prather-Allen Advertising Company, Cincinnati.

### Campaign Started on Lyradion Radio Sets

Van Gelder & Company, Toronto, the Canadian distributors of the Lyradion radio set, are placing a large-space campaign in newspapers through A. J. Denne & Company, Ltd., advertising agency, Toronto.

### Brandt Agency Has New Accounts

The Menthon-Kreosamo Company, Clinton, Ill., and S. A. Dehol & Company, Chicago, have appointed the Brandt Advertising Company, Chicago advertising agency, to direct their advertising accounts.

### New Wardrobe Trunk Advertised

A campaign for a new type of wardrobe trunk is being placed in Canadian newspapers by the Rodrobe Co., Ltd., Toronto. The Mitford Advertising Agency, Toronto, is directing this advertising.

Bundscho has become a generic term for fine typography: as familiar to advertising men as Ben Day, half-tone or Caslon.



J. M. BUNDSCHO, INC.  
*Advertising Typographers*

58 E. WASHINGTON · 10 E. PEARSON  
CHICAGO

HERE TYPE CAN SERVE YOU

## She Tells Hardware Merchants How

Exclusively in this magazine, Mrs. Christine Frederick, the well-known household efficiency expert, tells Hardware merchants how to make their stores appeal to women and what kind of housewares to handle to interest them.



This is an every-issue feature. For instance, in our February number "How a Long Island Dealer Developed Women's Trade by Service and Sales Energy."

This is just one way in which this magazine helps Hardware stores along the road to greater and better merchandising. It makes them better sales outlets for you.

Your advertising in **HARDWARE DEALERS' MAGAZINE** does this:

1. Sells 17,000 Hardware merchants on your products.
2. Tells them what they ought to know about your products.
3. Makes your correspondence, direct mail, and salesmanship more effective.
4. Keeps your line prominently before the trade.

Just write us for sample copy, and see the kind of articles Mrs. Frederick writes.

370 Seventh Avenue, New York

# Hardware Dealers' Magazine

The oldest hardware monthly



*This entire building in Lima, Peru, occupied by Emilio F. Wagner & Co., a typical reader of the AMERICAN EXPORTER, who imports a wide range of goods.*

## Here is a Typical Importer in Peru

Your success in selling abroad is largely a matter of selling houses like Emilio F. Wagner & Cia, a reader of the AMERICAN EXPORTER.

The importer and dealer in export are more of a factor than even the jobber and dealer in domestic merchandising. Why? Because abroad the ultimate consumer is farther removed than in this country, and less easily reached by American sales methods to influence the dealer. One of the most profitable steps then in your export selling is to tell your story to the larger importers and dealers and keep telling it, for they are your influential—your best—customers. It pays to pay attention to them. When you advertise in the AMERICAN EXPORTER you do this:

1. Get sales contacts with these selected merchants in all foreign countries. (45,000 circulation.) You deliver your sales messages to the best sort of audience.
2. You "tell the world" you are interested in export, and imply that orders will be handled accordingly.
3. You insure your business against domestic depressions.
4. You make every other part of your export sales work easier.

You will be interested in a sample copy and details.

370 Seventh Avenue, New York

# AMERICAN EXPORTER

The world's largest export journal

## From One Who Knows

LOS ANGELES, CALIF., Feb. 10, 1924.  
Editor of PRINTERS' INK:

I was very much interested in the article, "Have A Heart—A New Slogan for Sales Managers," by B. J. Williams which appeared in the January issue of *Printers' Ink Monthly*.

To my mind this article strikes a note that has been overlooked by most of our business magazines and yet this side of a sales organization is a very real and important one.

May I look forward to seeing more such articles in your publications in the near future?

L. C. FERTIG.

**I**T is entirely natural that Mr. Williams' article should have inspired a large number of letters like the above.

Written by a successful sales executive with thirty years' actual experience in personal selling and executive sales work, it talks facts based upon incidents and hits straight from the shoulder.

The article takes exception to those professional writers who extol standardization, pep letters, quotas and contests as the sole answer to the sales manager's problem.

PRINTERS' INK and *Printers' Ink Monthly* offer a means for business executives to pass on ideas which have worked in their own business for the benefit of other men. That is why other business men read them with interest and profit.—[Ed. PRINTERS' INK.]

## Death of Abraham Friedman

Abraham Friedman, vice-president of the Friedman, D'Oench and Duhme Bond Company, St. Louis, and former president of the Friedman-Shelby Shoe Company, died at St. Louis, February 14. He was sixty-one years old.

He and his brother established the Friedman Bros. Shoe Company at Memphis, Tenn., several years ago. They moved to St. Louis later and founded the Friedman-Shelby Shoe Company, which in 1912 became a part of the International Shoe Company. He was a director in that organization until he retired in 1916 to engage in the bond business.

## Automotive Accessories Company Plans Campaign

The Fulton, Kokomo & Cooper Manufacturing Company, manufacturer of automobile accessories, with plants at West Allis, Wis., Kokomo, Ind., and Marshalltown, Ia., has placed its advertising account with Critchfield & Company, Chicago agency.

## Simplification Explained to Technical Publicity Men

The co-operation in eliminating needless diversification of products which the Division of Simplified Practice, Department of Commerce, is giving various industries, was briefly reviewed by William A. Durgin of that division at a dinner meeting of the Technical Publicity Association at New York last week.

Mr. Durgin illustrated his talk with slides. He stressed the difference between standardization, which requires much time and research before results can be obtained, and simplification which a manufacturer can institute by simply stopping production on all types, styles, finishes, etc., of a product, except the sales leaders. A member of the association was appointed to report on paper sizes with which the members might plan their direct-mail matter with less waste.

## Heads Wisconsin Newspaper Advertising Men

H. S. Mann, Racine *Journal-News*, was elected president of the Newspaper Advertising Managers of Wisconsin at the annual meeting of that organization held at Milwaukee recently. E. J. Robinson, Green Bay *Press-Gazette*, was elected vice-president, and H. Alarik, Wausau *Record-Herald*, secretary-treasurer. The directors include the officers and Thomas G. Murphy, Janesville *Gazette*, E. J. Usher, Madison, *Wisconsin State Journal*, and D. S. Greig, La Crosse *Tribune and Leader-Press*.

## C. E. Percy to Leave Joseph & Feiss

Charles E. Percy has resigned from the Joseph & Feiss Company, Cleveland, O., manufacturer of Clothcraft clothes, where he has been in general charge of sales, advertising and sales promotion work. His resignation becomes effective May 1. Mr. Percy has been with the Joseph & Feiss Company for the last ten years, except during 1921, when he was with the Vanity Fair Silk Mills, Reading, Pa.

## Latherite Shaving Cream Ac- count for Louis H. Frohman

The Andron Hygienic Company, New York, has placed its account for the advertising of Latherite, a new shaving cream, with Louis H. Frohman, advertising agent of that city. A sales and sampling campaign is being carried on in New York territory. An advertising *Gazette*, E. J. Usher, Madison, *Wisconsin State Journal*, and D. C. Greig, La being planned.

## Changes Name to Artists' Guild

The Guild of Free Lance Artists, New York, has changed its name to The Artists' Guild.

# 11 Reasons Why--

## *You Should Use Cleveland Folds for Your Advertising Literature*

- 1 **DISPLAY**—Cleveland folds are designed to give display facilities that allow prominent positions to several different items.
- 2 **ATTENTION**—Numerous distinctive folds owing to their out-of-the-ordinary appearance will impress your message upon a prospect.
- 3 **LAYOUT**—Cleveland folds give a mailing piece a well-proportioned, impressive appearance that adds to its value as a sales creator.
- 4 **CONTRAST**—Little odd size pages in booklets and folders eliminate all appearance of the common everyday mailing piece and help to strengthen your message.
- 5 **NEATNESS**—Folds are never out of alignment, hence, your sales literature always looks attractive.
- 6 **ACCURACY**—There are no protruding corners or poor folds, therefore there is no waste in the folding work.
- 7 **SPEED**—When you are in a hurry for a job, the Cleveland helps get the work done quicker.
- 8 **CONVENIENCE**—Cleveland folds help make easy and simple the work of getting up your literature.
- 9 **PRODUCTIVENESS**—The use of different Cleveland folds guards against a prospect losing interest in your literature. They keep its pulling power at full strength.
- 10 **EFFECTIVENESS**—Being distinctive, Cleveland folds command attention, help in getting over your sales talk, therefore, help in getting business.
- 11 **VERSATILITY**—You have 156 folds that the other folding machines cannot make to utilize when you want them.

The Cleveland will make all the folds made by all the other folding machines combined — and a great many that none of them can make.

***THE CLEVELAND FOLDING MACHINE CO.***

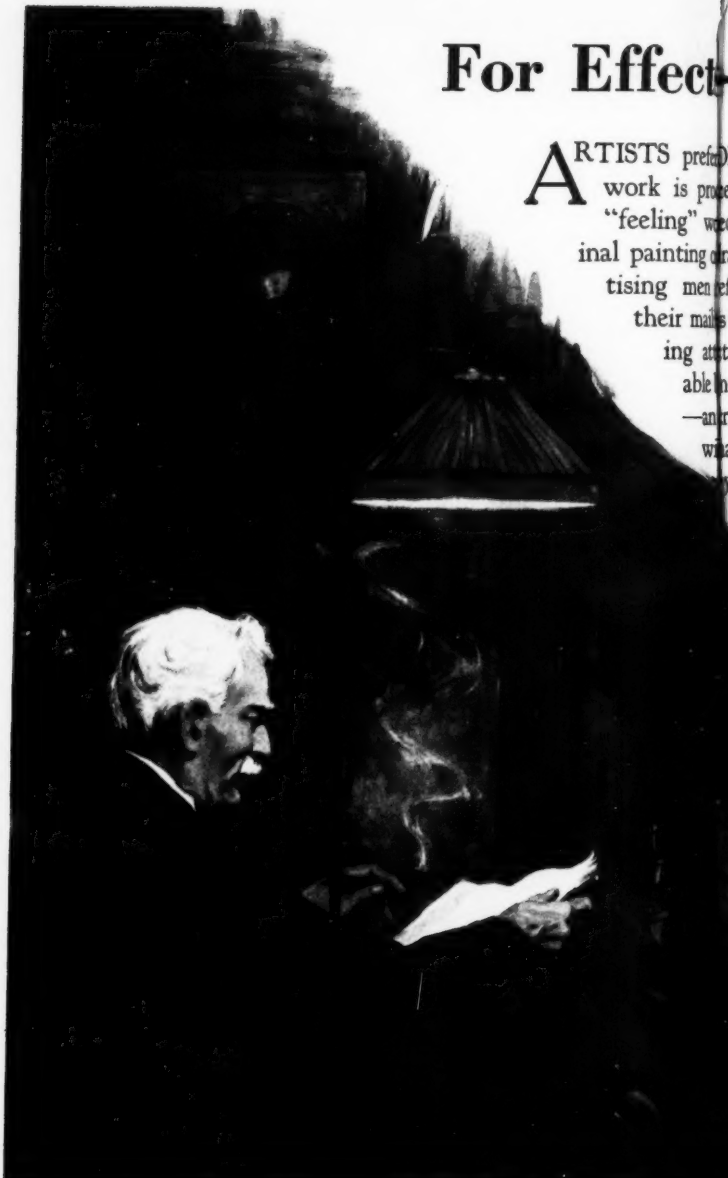
1929-1941 East 61st Street

CLEVELAND

OHIO

# For Effect—"

ARTISTS prefer OFFSET work is produced with "feeling" and into final painting drawing tising men refer to their mails radiating at tiveness able to other —an attractive wake y y-mail f



Produced on a Harris Offset Press. Art subject by courtesy of The General Gas Light Co., Kalamazoo, Mich.

# ect-**"Produce It OFFSET"**

S prefer OFFSET — their  
is proved with all the  
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nting drawing. Adver-  
men refer OFFSET—  
ir mails radiate a gripp-  
ing attractiveness obtain-  
able no other method  
—attractiveness that  
wake your direct-  
y-mail more pro-  
fitable than  
ever.

Why not? By the OFFSET process, the ink colors are transferred from plate to rubber blanket to a soft, matte finish paper. That intermediate step—the blanket—means the elimination of any glaring harshness. The dull paper background makes your prospect look, and linger to read, *and to digest* the message which you write so convincingly.

## CALL IN AN OFFSET SALESMAN

Most of the lithographers in your city operate offset presses. Find out which ones do, and call in their salesman. Ask to be shown samples. Let them quote on your next piece.

Published in the interests of  
More Effective Advertising by  
The Harris Automatic Press Co.,  
Cleveland, O., manufacturers of

**HARRIS**  
offset  presses



*Here's what counts!*



**Boston Evening Transcript**

*Highest ratio of buyers to readers*

*National, Advertising Representatives*

**CHARLES H. EDDY CO.**

Boston New York Chicago

**R. J. BIDWELL CO.**

San Francisco Los Angeles

# The Importance of Choosing the Right Name for Your Business

A Study in Business Nomenclature That Indicates It Is Best to Get the Consumer's Angle in Choosing a Corporate Name

By Paul K. M. Thomas

THE job of naming anything is a risky one, as about the easiest thing in the world to criticize is a name. We usually begin at the age of five or six by secretly objecting to our own name. It may happen because the big ten-year-old bully who lives across the way yells, "Georgie" or "Billee" at us in an insulting tone plainly intended to convey that neither George nor William, *as a name*, is worth a hoot in public estimation. The tone of ridicule disgusts us once and for all with our own good name—until we grow up and become prosperous Williams and Georges. Then the accumulation of "good-will" leads us to change our opinions all over again. We may even indulge the pleasant superstition that perhaps the letter "W" or "G" had some sort of magic in it that helped win success in spite of the jeers from across the street when we gave our name its first tryout.

But in one form or another the naming problem crops up to the end of the chapter.

Few people realize how many of the corporate names among those most familiar to the public have been changed from their original form—some of them very radically. For instance, how many know that the Palmolive Company previously did business under the name of B. J. Johnson Soap Company?

From time to time PRINTERS' INK has noted in its columns many such name changes. The corporate name in its first form may have had nothing more obviously the matter with it than possibly being rather dull and matter of fact. On the other hand it may even have been rather distinguished and sonorous, as well as quite within the law regarding such matters, and yet have proved to be far from

satisfactory for important business reasons.

As a name, for example, the Mint Products Company, Inc., was not particularly dull. Perhaps it was not especially distinguished or sonorous, either. However, for a number of years it proved entirely satisfactory. As in so many other cases, though, advertising made Life Savers so well known that recently it was found advisable to change the name to Life Savers, Inc.

## A CHANGE IS NOT ALWAYS A CURE-ALL

In view of the fact that revising the name of a corporation always entails a certain amount of trouble, risk and expense, it is important in the first instance to choose a name that will if possible, avoid these annoyances.

As Mac Harlan, advertising manager of the Rollins Hosiery Mills, formerly the Des Moines Hosiery Mills, explained in the February 7 issue of PRINTERS' INK, there is the immense task and vast expense of remaking labels, changing all printed office forms, buying new letterheads, making up entirely new editions of catalogues, price lists, order blanks, invoices, perhaps packages, advertising literature, and so forth. When advertising is called upon to assist in making known the name-change, though, the problem can be greatly simplified. The Rollins Hosiery Mills gives advertising full credit for establishing, in a year's time, a new name for a thirty-one-year-old product.

Certainly *changing* a name is not always the cure for name troubles. This is well illustrated by the experience a few years ago of the Ghirardelli Company, manufacturer of ground

chocolate. It was said that the "h" in this name was so puzzling to many Western housewives that they hesitated to pronounce the name when they went to the grocery store for supplies. This embarrassment over the pronunciation of the word led to other brands being asked for, with a resulting loss to the company of something like \$1,000,000. The situation was saved finally by an ingeniously conceived advertising treatment of the problem that actually turned a weakness into strength. A magnificent outdoor display in color of a macaw in the role of schoolmaster was pictured teaching two young parrots to "Say 'Gear-ar-delly.'" The underlying idea was worked up in other pictures, in one of which a little girl was shown trying to teach poll to say "Gear-ar-delly."

Had the attempt been made in this case to educate the public by direct school-teacher methods, it would have been resented or little attention paid to the effort. The campaign succeeded because it took account of the fact that the public doesn't mind a bit seeing a stupid parrot getting his instruction. Meanwhile the public itself is painlessly learning the same little trick of Italian pronunciation.

There have been many such cases where a name has proved costly merely because it offered some awkwardness of pronunciation. It is of course true that the good-will or prestige or atmosphere surrounding a name may be of sufficient importance from the sales angle to justify spending whatever is necessary to educate the public in the correct pronunciation. But teaching languages is a far cry from selling most products and the expense should, in most cases, be reserved for less extravagant sales efforts.

Compared with other phases of the question, that of pronunciation is easy to provide against. One of the chief of these difficulties is unfortunately seldom possible to forestall. It occurs when an established firm or corporation comes to find that the consuming

public calls it by a name of its own choosing. Usually it happens that the name thus applied is that of the company's leading product or brand. Such a re-naming by consumers is most likely to occur with the more successful concerns; and while it may involve, as with all "growing pains," an uncomfortable period of adjustment, the prognosis is usually favorable.

Advertising is largely responsible for this tendency to address corporations by the name of the featured brand. It is a property of advertising to firmly fix in the reader's mind whatever is most strongly emphasized in the copy. Usually this is the trade name, with the corporate name subordinated. Consequently, the former becomes well known, while the public, and frequently the retail and jobbing trade as well, remain quite ignorant of the official corporate title.

The Central Oil & Gas Stove Company, as a result of its national advertising, has found it advisable to change its name to the Florence Stove Company, thus identifying the company with its products by adopting their trademark name. The Genesee Pure Food Company recently changed to The Jell-O Company, Inc. The Hendee Manufacturing Company is now the Indian Motorcycle Company. The Channell Chemical Company, after using large advertising space consistently to put its O-Cedar mops and polishes before the public, lately found the name O-Cedar so strongly associated with the company's products that it was thought best to drop the old title altogether. The concern is now known as the O-Cedar Corporation. The H. Black Company changed to the Wooltex Company.

#### WHEN IT'S TIME FOR THE COMPANY TO TUNE IN

Aside from banks, trust companies and railways, whose names tend to follow a more or less conventional and legally prescribed form, corporate names in general when first given are apt to fall into one of two opposite classes:



## *Typography Of Ours And Hours Of Typography*

**D**O YOU buy time or typography? If you only expect to pay for the hours consumed in setting Advertising, you are justified in picking the charge to pieces down to a fleshless skeleton. If you recognize, with us, that for every type of Advertising there is a type created best to dress and express it, and dignify and beautify it, and give wings to its message and surety to its flight, that's intelligence of a high order as opposed to mere manual, mechanical diligence, which is hardly worth an order

**FREDERIC NELSON PHILLIPS, INC.**

*Formerly PHILLIPS & WIENES Incorporated*

*Typographers Who Prove It With Proofs*

314 EAST 23RD STREET

NEW YORK CITY

# Put your advertising problems up to CHILD LIFE



**H**AVE you something to sell which will make homes better or children happier?

Child Life is a direct wire to over 100,000 mothers who can afford to buy. It will deliver your message to these mothers when they are reading to their children—at the time when they are naturally thinking of the welfare of their homes and children.

These features have made Child Life a powerful, economical factor from the advertiser's standpoint. It represents the ultimate in *productive* circulation. Fifty-two important national advertisers are taking advantage of the opportunity it affords.

We would like to send you a copy of Child Life so that you may learn more of its high editorial standard and the type of advertiser which it is serving profitably.

**RAND McNALLY &  
COMPANY**  
*Publishers*

536 S. Clark Street  
Chicago



# CHILD LIFE

**The advertiser's direct wire to  
MOTHERS WHO BUY**

first, names that are so general or abstract in character as to prevent making a running start, due to lack of information of anything in particular being for sale; and, second, names that are so specific as to hinder growth or expansion into new fields.

A business name should at least identify, that is *distinguish*, which it can do only by a more or less individual group of sounds or ideas. If in addition to individuality the name also possesses "distinctiveness," due to quality, so much the better. Provided, of course, that the quality is in harmony with the service or product offered. Sound groups may be very cleverly manufactured from the initials or first syllables of company names, and yet not always be so successful as Arco and Socony. These have proved to be exceptionally satisfactory names from the advertising point of view. But there are other companies that have had occasion to regret the use of this device solely on the ground that the coined combination of syllables seemed to suggest an idea that was not in keeping with the character of the business.

#### A SUBTLE QUALITY

The quality of distinctiveness in business names deserves special consideration as it rarely comes by accident, but when present is an asset that will increase in value with the success of the business. Distinctiveness in commercial titles is as subtle as the quality of a musical instrument which enables you to tell instantly by the sound whether it is a horn or a flute or a fiddle that is being played. To a great extent distinctiveness is individuality plus appropriateness. No one would dream of using a violin to play reveille, which is a job for the drum or bugle.

Naming a business has one other most important feature—you are naming something that is expected to grow. With growth frequently appear unforeseen changes of character.

Any marked development or change of character in an enter-

prise may render its originally satisfactory name a serious handicap. Witness such change as

The Buffalo Sled Co.  
changed to  
Auto-Wheel Coaster Co., Inc.

Another example is the Pioneer Tank and Boiler Company. The business was established some eighteen years ago as a small boiler repair shop. Since then the company has outgrown its original activities. Today, production is confined to the manufacture of tanks and refinery steel construction. But the old name—The Tulsa Boiler and Sheet Iron Works—caused a certain percentage of the trade to persist in associating the factory with the manufacture of tinsmith and cornice work. In addition, the old name did not permit a sufficiently strong appeal in trade advertising. The word "Pioneer" was selected for the new name because it offered better and broader advertising opportunities and the remainder of the new title more clearly described the nature of the business.

Due to growth, mergers and other happenings, even railways, public utilities and moneyed institutions, which have so many rules of precedent or law to limit their choice of corporate title, are not exempt from the mortality of names. Examples of name revision are occurring in these groups every day.

Yet it is within that other and much larger class comprised of ordinary business corporations that the greatest difficulty is experienced from ill-chosen names or from names that have outlived their usefulness.

When the business to be named is an entirely new one, and not a subsidiary created partly for the purpose of solving the name problem, the character of the name selected should be determined according to the circumstances of the particular case. It is essential to include in the factors considered as many of the future possibilities of development as can be surmised. Then some kind of an intelligent estimate can be made

whether the name should be general in character or whether it should describe the business more or less definitely. No hard and fast rules exist to guide in the infinite variety of business combinations that come up for naming. An undoubted initial advantage lies in a name which gives clear-cut information as to the line of business undertaken. But it is an advantage which may later become a serious drag upon the development of new lines. Many corporate charters cover this phase of the matter in a comprehensive way by listing specifically a surprising variety of business activities in which the particular company may indulge. Some of these activities often have little or no obvious connection with the main avowed purpose of the corporation, yet in the course of time they may bear strong evidence of the foresight of some founder—or legal adviser.

In this way diversified expansion is provided for legally. But in the short compass of a name it is rarely possible to meet equally well the future possible requirements of the sales and advertising departments. The result often is that a name, which originally described the business to a nicety and was a sale asset that helped set the business going, becomes in the end a serious drag upon the development of new lines.

This was the experience of The Best Foods, Inc. The firm was organized to make just one product—Nucoa Butter. It adopted the name, the Nucoa Butter Company. The product was made from such ingredients as coconut oil, milk and peanut oil. It is used by confectioners and other manufacturers. But it came to be known to the public primarily as a butter substitute.

Later, the company brought out a new product to be sold through the same sales organization and trade. This was Gold Medal Mayonnaise. When advertising and sales plans were being worked out for the new product it became apparent that a change in company name was imperative. The

public had come to associate Nucoa with the word "substitute." Naturally that would have offered sales resistance to the new product. A talk with consumers and retailers convinced the company that a name change would cut down this potential sales resistance.

It is evident, of course, that a descriptive name will be more apt to hamper in the long run in proportion to the development of a business along diverse lines. On the other hand, names that are non-descriptive, or that describe only in very general terms, usually have in themselves little personal appeal except to the owner of the business. They are not dramatic. Happy mediums in this field are hard to find.

Among changes in industrial titles during the past few years there is one type that is conspicuous—the change made for the purpose of bringing the corporate name into line with the leading brand or product as advertised. Where the company's business is practically focused in such a way that whatever it has to sell can be thus easily classified under a single *well known* title no serious difficulty is felt. If, however, there are a number of different and important products marketed by the same company, it may prove most difficult or even impossible to make one popular name do duty as leader among others of rival popularity.

#### WHEN THERE IS A FAMILY OF PRODUCTS

There is one large company which manufactures several popular products of world-wide distribution which has been in the position of having not a few consumers of one of its products ascribe other of its products to an entirely different manufacturer. So great is the good-will which each of these products from the same factory individually enjoys, that it has been a large problem how to give them as a group the benefit of a unifying name. In such a case merely to spend large sums in "cross ad-



## Don't leave it to Happenstance!

**I**NFINITE pains are taken in preparing your magazine advertisements. The space, art work, engravings, etc., represent a considerable investment.

But unless you are working to bring into the dealer's store the prospects who are interested by this copy, you are not getting the full return from your investment. The campaign is not working for you *as hard as it can.*

Giant Ads in your dealers' windows pick up your prospect where the magazine advertisement left him. Exactly like that page in appearance they refresh his memory and *show him where to buy.*

Giant Ads in your dealer's store, renew the interest aroused by the national copy. Many prefer this system to happenstance.

*Write for our booklet, samples and estimate*

### NATIONAL PROCESS COMPANY, Inc.

117 East 24th Street, New York

Mad. Sq. 3680

BOSTON  
80 Boylston Street  
Tel. Beach 3321

PHILADELPHIA  
1420 Chestnut Street  
Spruce 1173

PITTSBURGH  
335 Fifth Avenue  
Smithfield 1162

CLEVELAND  
1056 Leader-News Bldg.  
Main 8115

# GIANT ADS

REG.  
U. S.  
PAT.  
OFF.

Any Size in Any Number of Colors. Usual Sizes: 17x22, 19x25, 25x38 and 38x50



## KEYTAINER SALES INCREASED

through use of

# BROOKS

## Display Containers

Patented

Better business is being done by concerns whose products are featured in Brooks Display Containers. This is proved by Buxton, Inc.

Order after order comes in from them, and now for still another and newer container design.

Easiest handled and most economical to pack due to extreme simplicity.

Sells both consumers and clerks. Sets solid on counter—gives maximum display space for attractive color work. Send sample or description of your product.

Ideas, dummies and estimates gladly furnished free of any obligation.

**BROOKS BANK NOTE COMPANY**

Springfield, Mass.

New York

Philadelphia

Boston



**Lithographed Folding Boxes—Labels—Window  
Display Advertising—Commercial Stationery**

vertising" is to beg the question: when possible a group name of some sort should be devised that will consolidate and sum up the advertising power possessed by each product-name of the group. Partly with this in view the corporate name in the case referred to has been changed. When skillfully worked out such changes may be expected to bring about a much more satisfactory condition than when each product is forced to build up and foster its own good-will in a more or less independent way.

What are the definite signs by which the directors of a business are to know that it is time to consider whether a change of name may prove a profitable move? Hints are apt to come in unexpected ways and usually unsought, although there have been those keen enough to go after the facts by means of planned research among dealers and consumers. The latter method can yield important information, especially where the distribution is broad enough to be thoroughly representative. A definite check-up on how dealers and consumers are calling the company "for short" is perhaps the best sign that the re-christening committee can have.

Among the many advertisers to have this experience is the Certain-teed Products Corporation. From 1904 to 1917 the firm operated under the name of the General Roofing Manufacturing Company. During the latter part Certain-teed Roofing was advertised extensively in newspapers. As one of the company related: "The public began to refer to us as the Certain-teed Company, Certain-teed Roofing Company, Certain-teed General Roofing Company, etc. The public suggested to us that it was about time to change our name, and we did."

About a year ago the Corduroy Tire Company, formerly the Grand Rapids Tire and Rubber Corporation, gave the following interesting account of its experience:

"People familiar with our advertising were looking for the

company's name in telephone and trade directories under the name of the tires and so much mail was being addressed to us as the Corduroy Tire Company that the stockholders voted to make the change in name."

It may be added that, other things being equal, it is advisable to let the *first word* in the business name be that of the brand or leading product as the best way to take full advantage in the name of established good-will.

#### THE IMPORTANCE OF PROTECTION

Once the advantage of a unifying title is gained it is important to protect it. L. W. Mida indicates the principle and procedure involved in part as follows:

"If the National Biscuit Company were organized as the Uneeda Biscuit Company or were conducting a subsidiary sales corporation under that business name, it would embody the brand name in the corporate name. The corporation could then have its name entered or deposited in the trademark division of the U. S. Patent Office. The effect of that entry would be far-reaching."

And again:

"The object of the protection afforded by the recording of corporate names in the Patent Office is to prevent damage to such company resulting from the subsequent registration of a trade-mark embodying the corporate name or the essential features thereof by some other party.\* Note that this relates to deposit, not registration. The practice does permit the registration of corporate names as a trade-mark when used as such for the particular goods made or sold by the corporation."

As pointed out by Machen in his treatise on Corporation Law: "... every corporation has and must have its individual corporate name." A name is thus an obligation.

But the law is concerned not merely with the existence and individuality of a name, since incognito in its many devious forms is liable to question. A fraudulent name, one that involves a false

statement, or a name that might mislead the public is forbidden. Names that have been killed because "unduly similar to the trade name of some other person or corporation" are legion. The Coca-Cola Company has recently published a considerable volume showing a great number of defeated attempts on the part of other enterprises to imitate the wording or form of their registered trade name.

But the deception need not be that of trying to trade on the success of another business. Machen mentions a Federal case where it was "decided that an association whose corporate name was the Franz Joseph Beneficial Association had adopted the name of the Austrian Emperor for the purpose of inducing Austrian immigrants to believe that the society was officially connected in some way with the Emperor Franz Joseph, and accordingly upon a bill filed by the Austrian Consul, enjoined the use of the Emperor's name or portrait."

Discussion has recently been revived in Government circles with reference to names that include words like Federal, United States, and the names of States or cities. It is held that in many cases the business use of such names tends to give the impression that the national, state or city governments are in some way or other sponsors for the enterprise. Of course no such question could possibly arise in the case of industrials where the character of the business was clearly indicated. But it is not easy to draw a dividing line and say just how far such use of name prestige may safely be allowed. As in some cases it has worked out in such a way as to mislead many people into thinking they were doing business with the Government, it is likely that increasing restrictions will be put upon this type of name making.

Among other things the law contemplates that the corporate name should distinguish the corporation from natural persons, firms and co-partnerships—an ob-

jective not always clearly achieved. Under certain State laws use of the word "The" before the name is compulsory as indicative of the corporate form. But unless there is such legal requirement it is usually best to dispense with the article as a needless encumbrance. It becomes particularly offensive when the name is used in legal instruments, where frequent repetition of "the said The Blank Company" is so much added weariness to documentary English.

Cumbersomeness in a business name should be avoided at all costs. Many a name has been saddled with a dead weight of syllables on the assumption that dignity was gained. But brevity is as much the soul of dignity as of wit, and in any case it is the short cut to public acceptance.

The three great factors that dominate the name problem are fitness, simplicity and luck. As a source of inspiration for a business name there is none better than *consumer conversation* as overheard, or better still, as personally taken part in, in neighborhood shops. And the right person to assign to the job is a good gossip—someone to whom other people love to talk.

### General Motors Sales Largest in Its History

The General Motors Corporation, Detroit manufacturer of the Cadillac and Oakland passenger automobiles, the Buick, Chevrolet and Oldsmobile passenger and commercial cars, the G. M. C. truck, and also the owner of various subsidiaries, reports the largest net sales in its history for 1923, which totaled \$698,000,000. The net sales in 1922 were \$463,706,733. The increase for 1923 amounted to nearly a quarter of a billion dollars. This report is based on actual operating figures for the first eleven months of 1923 and an estimate for the twelfth month. Net profits for 1923 after depreciation, taxes etc., were \$61,825,000, as against \$51,496,136 in 1922, and a deficit of \$38,680,770 in 1921.

### H. D. Neach Joins Spivak Agency

Harry D. Neach, formerly with The Dorland Agency, Inc., New York, has joined the M. Spivak Advertising Agency, New York, as an account executive.



# The Executive "NO"

which cancels all your  
other sales effort

Get at it  
Break it down  
Make it an Executive "O.K."

THE  
NATION'S  
BUSINESS

Washington

140,000 (Member A.B.C.)



ERWIN, WASEY & COMPANY  
*Advertising*  
CHICAGO

NEW YORK

PARIS

LONDON

The professional character of this organization rests fundamentally upon the information at its disposal, which constantly is being renewed by competent investigation

We cordially invite the members of the Associated Advertising Clubs attending the London Convention to accept the hospitalities of our London and Paris Offices

# Industrial Advertising That Features the Testimonial by Indirection

Allowing the Customer to Voice the Praise Is a Better Method Than Doing It Yourself

By A. L. Townsend

"DO you object to writing us a letter commenting upon the services performed by our recent installation at your plant? Our engineers advise us that you are exceptionally well pleased, and a statement to this effect, coming from such a source, would make splendid advertising material. We are desirous of running this statement from you as a double page in technical journals in the near future."

This letter was sent by a large manufacturing institution to a Detroit company which had purchased certain machinery for its main factory building from it.

The reply came promptly: "It is against the policy of the company to write such a letter as you request. We may be conservative, but it seems to have been made an inflexible rule."

The advertising department of the other concern, however, did not give up. It did what is just now a popular thing to do, and achieved a very much desired objective: installation engineers had taken several flashlight photographs of the machinery in place, made at the time. These were fitted into a pleasing layout, and text written of an explanatory character which voiced the testimonial by indirection. It was merely stated that the company had made the installation and that everyone was pleased. This copy was submitted, in proof form, to the president of the other institution and a whimsical letter was returned:

"We have no objection to the advertisement as submitted. There is a vast difference between this simple statement of a fact and our actually writing a testimonial. The latter would be indiscreet because of innumerable manufacturing

and business ramifications the details of which you could not possibly know. One of the stockholders of our concern and an exceptionally active man, is a director in a company which is your most powerful competitor. But when it came to a decision, we were compelled to accept the verdict of our own engineers. To issue a signed testimonial, however, would be, as you can see, a little like rubbing salt into an open wound."

The industrial and technical campaign, based upon actual installations and established stories of service, is, of course, stronger advertising than a picture of a machine, accompanied by the company's own description or praise of it.

## THERE ARE RISKS

That there are concealed hazards and unsuspected indiscretions in the use of testimonials which have not been properly authenticated, and officially approved by the customer, must be apparent. Nevertheless advertisers are forever "getting into hot water" on this score.

Exultant over the fact that it had received the contract for certain installations in a large transatlantic liner, a company raced into print with the details, accompanied by a double-truck halftone of the boat heading out to sea.

A week after the advertisement had appeared, a curt communication from the steamship line was received, reprimanding the advertiser. No such liberties should have been taken without the complete official sanction of the Lines. They did not care to be placed in the light of recommending the product of any one house over another. And as an emphatic

punishment, the contracts for two other installations in boats then in the ways, would be given out elsewhere.

There is a type of technical journal advertising, based on the testimonial idea, which is nearly always objectionable to the client. This style of copy swaggers in words, and places the individual

testimonial campaign which has made friends for it.

A single-page advertisement of this company will carry as many as six pretentious installations, all of them of more than ordinary significance. A representative group in one display pictured the Citizens National Bank Building, of Baltimore, the Park-Lexington Building, Greenwich Savings Bank, Roosevelt Apartment Hotel, New York Cotton Exchange, all of New York, and the U. S. Chamber of Commerce Building, Washington. Inference states the advertiser's case. The builders do not enter into any lengthy oration relative to the product: the very fact that such imposing and important structures have used Bridgeport Brass is considered sufficient.

The General Fireproofing Company uses these larger installations, without actual testimonials, but with pictures and facts which are every bit as strong. To be able to state that Statler Hotels have specified GF fireproofings is certainly sufficient.

The growth of the idea is best told in the remark of a builder of large structures who said: "Our latest job in an Ohio town was about three-fourths completed when we received over fifty requests from firms for photographs, and official sanction to name this building in advertising campaigns. We had no objection, indeed, it meant excellent advertising for us. Our own advertising department supplied fifty-five photographs of the interior and exterior of this Ohio job of ours. The subjects treated ranged from plaster to paint, steel to hardware."

Where the plant or company used is itself a national advertiser, the indirect testimonial becomes of unusual importance. The Republic Flow Meters Company handles this style of advertisement with rare delicacy and business discretion. One by one, it takes up nationally known concerns that are using Republic Meters. Photographs of actual installations are accompanied by



*The "Home Sweet Home" House in Washington*

It is sleeping with President Harding's career that one of his last official acts should have been the formal opening of a model house in Washington dedicated to the movement for better homes in America.

This interesting house is a modernized adaptation of the hutch-house of John Howard Payne, author of "Home Sweet Home." Mr. Davis Barber, the architect, supervised the entire decoration which so faithfully reproduces an authentic colonial atmosphere.

We shall be glad to send to any architect interested samples of the wallpapers selected by Mr. Barber for this purpose.

WALLPAPER MANUFACTURERS ASSOCIATION of the United States

NEW YORK

A PICTURESQUE EXAMPLE QUIETLY USED AS A TESTIMONIAL

installation over the factory or institution which has accepted it. In other words, the client feels that he is being "used for a purpose."

The ideal combination is one where a neat and complimentary tribute is paid to the "other fellow," even going so far as to make him the dominant factor of the advertisement.

"Proof of the pudding is in the eating" has come to be an effective technical advertising appeal, as opposed to the fictitious, manufactured cases, legitimate enough, perhaps, but lacking in any semblance of conviction. The contractor, the builder, the plant engineer, cares little for generalities.

The Bridgeport Brass Company has created a type of indirect



"Carter's  
Underwear  
please—  
*And a  
White Shirt*"

### *A Definite Request—A Vague Inquiry*

In haberdashery shops, grocery stores, hardware stores, phonograph shops—in fact, stores of every description, selling all kinds of merchandise—there is one sure way of making certain that the consumer will ask for *your* product—

## "Good-Ad" Signs of DECALCOMANIE That "Goes On Forever"

placed directly on the dealer's window create a buying appeal exactly at the point of purchase.

"Good-Ad" Signs are attractive, brilliantly colored, **PERMANENT** window signs—almost a part of the glass itself—lasting reminders with no expense after the first moderate cost—1% of a **SINGLE** advertising appropriation.

*Send for actual Decalcomanie Samples to try—also for illustrated literature and details of non-obligating, free sketch offer*

## PALM, FECHTELER & CO.

*Decalcomanie Pioneers*

67 Fifth Avenue, New York

*Representatives in all principal cities*



## Is It Worth While to Pay \$2.40 for \$60 Worth of Retail Dealer?

The sales manager had to wait nine months for an answer to a pointed question asked by his treasurer.

By Johnathan Wells

That may be a blunt way to put it but the question stands just the same—"Would you pay \$2.40 to get your goods on a retailer's shelves, when you had already established a cost of \$60 for doing the job?"

When the sales manager of a medium-size company manufacturing hand tools, located in northern Indiana, put the issue up to his treasurer in those words, he did it to justify his action in developing several new states by direct advertising, rather than by missionary work as in the past. And he was fighting fire with fire, for the treasurer nine months before had called the turn on *him* in a manner he couldn't ignore.

"Look at these figures," the treasurer had said, after the manner of treasurers ever since the early Stone Age. "Here you've been running an expensive advertising campaign for six months, and haven't made enough profits to pay for it. How long do you think you can get away with that?"

The sales manager didn't know right then, but he decided to let the advertising lapse for a while and await developments. He waited nine months, and then did a little gumshoe work on his own, checking up sales records in the territory under discussion.

Here is what he found: *after a nine-month lapse*, over 2,500 dealers were still classed as active accounts and still handling their goods. His direct advertising, by which he made his first contact with these dealers, and the only means he had used to sell them, had cost close to \$6,000. The net of his figuring was that it had cost him just \$2.40 per retailer who stuck. His sales records showed that his normal cost of selling a retail account by salesmen ran a little over \$60 per dealer.

More than that, jobbers in the new territory had been kept in-

formed of the progress of the advertising campaign while it was running, and with 2,500 retailers handling the goods the jobbers' salesmen had begun to get calls as they made their rounds. So the upshot of it was that several worth while jobbing connections had been made, and a satisfactory volume of business was being built up through them.

In a number of instances jobbers made the first advances, asking why they had not been approached with the proposition. The answer invariably returned to such an inquiry was, "Our present volume from your territory amounts to so many dollars a month, without any work by salesmen. We figure that in a short time the volume will build up to such and such a figure. If you are willing to guarantee us that volume, we'll be glad to talk turkey."

If you are interested in the details of this campaign, and would like to do something of the same sort for your business, cutting down selling expenses or developing new territory at a fraction of the usual cost, why don't you write to The Corday & Gross Company, Cleveland, Ohio?

Get in touch with them and, if you are in territory they serve, they will send one of their trained advertising men to discuss the matter with you. Not being in business just for the love of the thing, they naturally have to conserve their time and cannot run a traveling school for curiosity seekers. But if you are a logical prospect for their services, and located anywhere east of the Mississippi, north of the Ohio, and west of the Connecticut line they will come if you ask them.

Just write—or wire, The Corday & Gross Company, Cleveland, Ohio, "If you have the goods, send man we mean business." You will get action *then* and from then on.

Advertisement

just a pictorial hint of the company's business. A page devoted to a Morton Salt Company document reproduced the familiar tilted container spilling salt. The copy reads:

"What concern can accurately determine the profitable selling cost of a product if the cost of the steam used in the making of the product is not known? Steam costs, by departments, must be accurately recorded—and that is the task that power plant cost accounting accomplishes so well. Developed by Republic engineers and accountant experts, this new science has come to the aid of the cost accountant and of the power plant engineer. It gives the cost of generating steam and records the amounts by various departments of the plant. In addition, it saves coal by pointing out to the engineer the equipment that is operating inefficiently.

"Power plant cost accounting is being adopted by every branch of industry. The Morton Salt Company, among many others, uses Republic Flow Meter equipment to give cost facts." In addition to the familiar tilted salt package, there is also reproduced the Morton trade character, a little girl under an umbrella.

In a similar manner, the Burlington trade-mark is featured in technical journals for Browning Locomotive Cranes. The advertising photographer has "snapped" one of the giant cranes at work in the company yards. In its text spirit, this series comes nearer our thought of the unselfish tribute paid the institution which has permitted the tie-up:

"Countless tons of the nation's merchandise move swiftly and safely while thousands of passengers are carried with speed and comfort over the tracks of the 'Burlington Route.' The Chicago, Burlington & Quincy exerts every effort to give to the nation efficient railroad transportation. No item is overlooked to increase the safety and efficient operation of the road."

These lines are actually advertising the railroad. It is a mes-

sage which the Burlington can in every way commend. And now by easy stages, the advertiser leads down to his own story:

"To maintain the highest efficiency with the maximum of economy, dependable labor-saving equipment is vital. We are proud of the fact that Browning Locomotive Cranes were chosen by the C. B. & Q. and have been consistently re-ordered so that today there are thirty-three Brownings in their service."

This method of reproducing the advertising trade-marks and name plates of the other concern is an exceptionally interesting tie-up, as we have intimated, and one which invariably pleases the other house.

"What can we do to secure greater collaboration from customers in supplying campaign material?" a perturbed advertiser asks. "We are fully aware of the fact that the most valuable arguments come from actual installation talk, accompanied by photographs. But every time we write and ask for permission to mention names, we receive polite but firm replies in the negative. They would 'rather not,' if its just the same to us. This has happened so many times that we are discouraged."

#### A SUGGESTION

We have a suggestion to make: It has been found most effective to make up the advertisement in question and submit it in proof form exactly as it will appear. When the concern knows what is to be used, there is less likelihood of cancelling permission, but to make an inquiry first leaves the thing in doubt. It may feel that something indiscreet or unethical will creep in. Occasionally this indirect testimonial material falls into picturesque lines. Here is an instance: The Wallpaper Manufacturers Association uses page space in technical publications, addressing special copy to builders, architects, contractors, etc. One of its "field scouts" brought in a series of five remarkable photographs, around which the following story was woven:

"The 'Home, Sweet Home' house in Washington. It is in keeping with President Harding's career that one of his last official acts should have been the formal opening of a model house in Washington dedicated to the movement for better homes in America.

"This interesting house is a modernized adaptation of the boyhood home of John Howard Payne, author of 'Home, Sweet Home.' Mr. Donn Barber, the architect, supervised the interior decorations which so faithfully reproduce an authentic Colonial atmosphere. We shall be glad to send to any architect interested, samples of the wallpapers selected by Mr. Barber for this purpose."

It is comparatively easy to secure mere photographs of buildings and of installations, but the ideal material has some sentimental interest, some news flavor, or some phase which provides advertising individuality.

### To Advertise Utah Agricultural Summer School

The Summer School of the Utah Agricultural College, Logan, Utah, will use space in several national magazines and educational publications in a campaign which will continue until June 9. In addition to featuring its educational value, the copy will stress Utah scenery, climate and other attractions. About 100,000 direct-mail pieces, including broadsides, booklets, and letters will be used to cover a mailing list of about 30,000 educators. Professor D. E. Robinson, in charge of the department of information service of the college will direct the advertising.

### F. W. Johnson with Quaker City Taxi Co.

Frederick W. Johnson, managing director of the Citizens' Safety Committee of the Philadelphia Chamber of Commerce, has been appointed general manager of the Quaker City Taxicab Company, Philadelphia. For sixteen years he was head of the traffic department of the Philadelphia Rapid Transit Company.

### Potato Account for Mason Warner

Albert Miller & Company, Chicago, distributors of "Bill Spud" seed potatoes, have appointed the Mason Warner Company, Inc., Chicago agency, to direct their advertising account.

### Better Business Bureau Fights Suit Club Frauds

Following an established policy of advertising the methods employed by unscrupulous promoters, the Indianapolis Better Business Bureau is waging war on what it terms the "Suit Club" crook.

Space in Indianapolis newspapers has been taken to enlighten the general public as to the methods employed by the organizers of these clubs and to issue a warning against patronizing them.

The advertising tells how organized gangs, moving from city to city, defraud people by opening offices in a prominent office building from which trained solicitors are sent out to sell a twenty-four week receipt payment book. Those joining the club, according to the Bureau, are promised a suit free after a few weekly payments are made. As time passes the disgruntled customers demand their free suits only to be told that their receipt books contain a statement that no verbal promises are binding and that the solicitor who made them has been "fired."

"The customer loses whether he quits or continues to pay," the advertisement informs the public, "as some dark night just before final payments in considerable number become due, the gang skips away to some distant city where, under other names the same scheme is worked."

"These gangs usually clean up from \$25,000 to \$40,000 in each city."

The Indianapolis Better Business Bureau will follow this advertisement with others giving further information on the subject.

### Conduct Joint Campaign to Increase Meat Consumption

A campaign is being conducted in Cincinnati by retail butchers, packers and members of allied trades to increase the consumption of meat by Cincinnatians. The Greater Cincinnati Meat Campaign is especially designed to acquaint the consumer with the less known cuts of meat by means of daily newspaper advertising. A cook-book is also given free, showing new ideas on the preparation of meat dishes.

### Foreign Money Orders Larger for January

The total value of postal money orders issued by the United States Post Office Department for transmission to ten principal foreign countries for January, 1924, amounted to \$2,772,800. During the corresponding month of the previous year a total of \$2,472,200 was sent.

### Melvin Candy Account for J. Roland Kay Co.

The Melvin Candy Company, Chicago, has appointed the J. Roland Kay Company Chicago advertising agency, to prepare and place its advertising. A newspaper campaign is running at present for the company's "Humpty" candy bar.



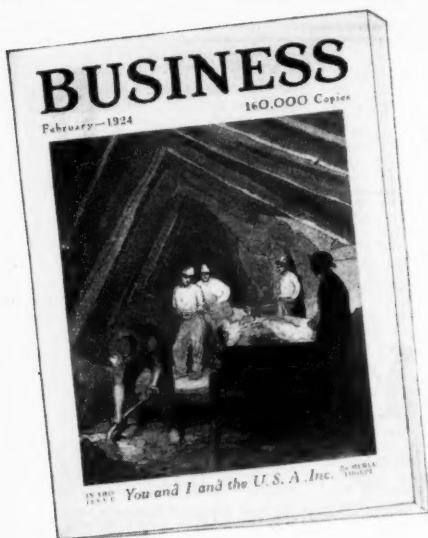
# *Yield !*

to the recommendation of your neighbor, your competitor, who tried us and were convinced. Yield to the good business policy of getting superior values. Yield to the assurance of a superior service — as evidenced by our success. Yield to the urge of your good judgment — send that job over to us today.

## **LU-WIL-KO**

*Ad-Setting • Printing*

725 So. La Salle St., Chicago



Goes monthly to 160,000 business executives, all picked—and postage paid—by Burroughs salesmen.

## ***Business Pulls Because=***

It is read month after month for its business building ideas by 160,000 executives.

For example, one reader writes\*—

"I would really regret being compelled to even think of doing without *Business*, no matter what the subscription price might be, because it has more meat, more actual information than I have been able to find at any time in some of the so-called business magazines."

Why not put that reader-confidence to work for you?

Write for complete facts about *Business* today.

\*Name furnished on request

### ***THE BURROUGHS PUBLICATIONS***

Published by the Burroughs Adding Machine Company, Detroit, Mich.

## Denver Has District Advertising Convention

**"I**f a man loses his faith in advertising he loses his faith in his business. Then he loses his faith in the nation," declared Lou E. Holland, president of the Associated Advertising Clubs of the World, at the second annual convention of the Eleventh District of that association at Colorado Springs, Colo., last week.

Both Mr. Holland and Carl Hunt, general manager of the association, advocated the formation of a better business bureau in the district. They were the principal speakers at a banquet on the evening of the first day.

Community advertising and retail advertising were the two most important subjects which came before the convention. The tourist business was particularly favored in the community advertising addresses.

About 150 delegates representing various Western States attended the convention. H. H. Fawcett, of the Fawcett Advertising Agency, Pueblo, vice-president of the Eleventh District, at a general session welcomed the delegates for the district, and E. A. Powell, business manager of the Colorado Springs *Gazette and Telegraph*, and president of the Colorado Springs Advertising Club, welcomed the delegates for the latter organization.

## Samuel Pratt Estate More Than a Million

Samuel Pratt, who at the time of his death on February 23, 1922, was president of the United Advertising Corporation and chairman of the board of the United Advertising Agency, New York, left a gross estate of \$1,043,459, according to an appraisal filed by the New York State Tax Commissioner last week. Mr. Pratt was a pioneer in outdoor advertising, in which he was engaged for more than forty years.

## F. L. Baldwin Dies

F. L. Baldwin, editor and publisher of the Escanaba, Mich., *Journal*, died on February 13. He was fifty-two years old.

## "Glos" Is Trade Name for Artificial Silk

CHENEY BROTHERS  
New York, Feb. 9, 1924.

*Editor of PRINTERS' INK:*  
"GLOS"—the new name for artificial silk!

On January 25 a committee submitted this new generic term for artificial silk at a meeting held under the auspices of The National Retail Dry Goods Association, the organization which started the campaign for an adequate name.

The committee was made up of the following members: H. B. Cheney, chairman, representing the Silk Association of America; Oswald Knauth, of R. H. Macy & Co., Inc., representing the National Retail Dry Goods Association; L. Cromwell, of Wm. Iselin & Co., representing the Association of Knit Goods Manufacturers; M. Tratulsi, representing the Knitted Outerwear Association; Bertrand R. Clarke, of the Tubize Artificial Silk Company, and S. A. Salvage, representing the artificial silk group of the Silk Association of America.

Cheney Brothers are very glad to lend their fullest support toward popularizing and standardizing the new name and will hereafter use the name "Glos" in their advertising and in their labeling of merchandise.

CHENEY BROTHERS.  
J. C. HECKMAN,  
General Sales Manager.

## Centurion Publishers to Publish "Sports Graphic"

*Sports Graphic*, a new magazine on general sports, the proposed publication of which was previously reported in *PRINTERS' INK*, is to be published by Centurion Publishers, Inc., New York, publisher of *The American Golfer*. The first number of the new publication will appear on April 12.

It will be issued every other Saturday thereafter, alternating with *The American Golfer*. Thornton Fisher is editor and Don M. Parker is business manager. In its editorial contents *Sports Graphic* will cover general sporting activities, most particularly baseball, boxing, racing track events, billiards, etc. It will have a page size of 8½ inches by 11¼ inches.

Both *The American Golfer* and *Sports Graphic* will be distributed through the stores of the United Cigar Stores, Inc.

## Kling-Gibson Company Has New Accounts

A newspaper and magazine advertising campaign is planned for the Williams Oil-O-Matic burners, manufactured by C. U. Williams & Son, Bloomington, Ill. The Kling-Gibson Company, Chicago advertising agency, will direct this campaign. The Kling-Gibson agency will also direct the advertising of Edna Wallace Hopper, Inc., Chicago manufacturer of facial clay.

## Pennsylvania Newspaper Men Meet

The Pennsylvania Associated Dailies, the Pennsylvania Weekly Newspaper Association, and the Pennsylvania State Editorial Association, held a joint meeting at Harrisburg, Pa., last week. William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association, and George J. Campbell, Pittsburgh, were the principal speakers.

At the closing session, the Pennsylvania Associated Dailies elected John L. Stewart, Washington, Pa., president; William L. McLean, Jr., Philadelphia, first vice-president; Harry L. Johnston, Altoona, second vice-president; W. L. Binder, Pottstown, treasurer, and Wilmer Crow, Harrisburg, secretary.

The Pennsylvania Weekly Newspaper Association elected the following officers: C. B. Spatz, Boyertown, president; Charles M. Meredith, Quakertown, vice-president, and Howard Reynolds, Quarryville, secretary and treasurer.

## Clauss Shear Company Appoints MacManus

The Clauss Shear Company, Fremont, O., has placed its account with Mac Manus Incorporated, Detroit advertising agency. A national campaign is now being prepared on the products of the Clauss Shear Company which include scissors, shears, razors, pocket knives and manicure and pedicure sets.

## Honor Jarvis A. Wood on Seventieth Birthday

Many tributes were paid Jarvis A. Wood, senior partner of N. W. Ayer & Son, Philadelphia, upon the attainment of his seventieth birthday, February 12. Mr. Wood, as noted in *PRINTERS' INK* of September 27, 1923, has completed his thirty-fifth year with the Ayer organization.

His desk was piled high with hundreds of telegrams, letters, and birthday cards. Among many gifts was an original copy of Poor Richard's Almanac, dated 1761, enclosed in a handsome blue leather case, and sent as a token of appreciation by some of his fellow members of the Poor Richard Club.

## New Campaign for Scolding Locks Hairpins

Full-page newspaper copy is being used in a Canadian campaign which is being run by the Scolding Locks Hairpin Company, Appleton, Wis. This is the company's first campaign in Canada. Critchfield & Company, Chicago advertising agency, is directing this account.

## New York Caterer Appoints Tracy-Parry

Dean's, New York caterer, has placed its advertising account with the New York office of the Tracy-Parry Company, Philadelphia advertising agency. Magazines will be used for this account.

**The New York Times.**

SUNDAY, FEBRUARY 10, 1924.

**OST FORD**  
**S FOR DANCE**

tel. Their Wives  
Sojourn at  
Inn.

**AS A BOY**

emilee "Real  
ent Tavern  
minent.

**601,200**

**THIS** issue of The New York Times marks a circulation record. The advance orders for today's Times are 601,200.

**MOTHER O**  
**DECEIT**

Tells How St  
Bergdoll's

**HE IS DU**

Petition  
tured

**APPLAUDS WOMEN** **CALIFORNIA DRYS**



## With an Eye toward Design:

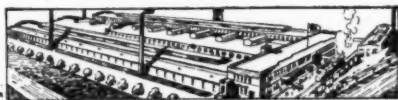
**T**HROUGH long experience with the profession, we know the difficulties which confront the advertising executive in his efforts to secure proper design in finished advertising.

Baltimore Enamel Signs (Porcelain fused into Steel) are actually handmade. Each stencil is individually cut by skilled artisans who appreciate the value of unlimited attention to detail. Yet the cost is surprisingly low.

Let us co-operate with you in producing just the kind of sign you want. Your sign problem will then be out of the way for many years—Porcelain Enamel signs are permanent, oblivious to rain, sun, wind, or wear. Drop a line to our Baltimore or New York Office.

NEW YORK  
OFFICE  
200  
FIFTH  
AVENUE

GRAMMERCY  
6633

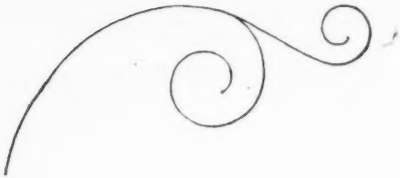


PLANT  
OF

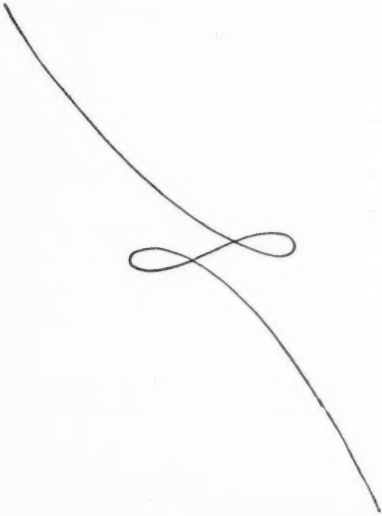
THE

ESTAB  
1896

**BALTIMORE ENAMEL**  
AND NOVELTY COMPANY




When every dollar spent  
for advertising must pro-  
duce maximum returns,  
keen, careful buyers use



**DOMESTIC ENGINEERING**  
THE PLUMBING AND HEATING WEEKLY  
1900 Prairie Avenue CHICAGO

Member: Associated Business Papers, Inc., Audit  
Bureau of Circulations



## Outlines Dealer Advertising to Jobbers

The American Stove Company, St. Louis, Mo., is sending to jobbers a portfolio which outlines the business-paper campaign which the company will direct to dealers during the current year. This portfolio contains a four-page color insert which is to be part of the campaign together with information regarding the Lorain burner. Emphasis is placed on the importance of the red wheel of the regulator which is prominently featured in Lorain copy.

After discussing its sales and advertising plans, the company offers to send a Lorain sales representative upon request.

## B. L. Knowles Dead

B. L. Knowles, manager of the publicity department of the Worthington Pump and Machinery Corporation, New York, died on February 14, at the age of forty-five. Mr. Knowles, whose home was in Brooklyn, had been with the Worthington organization for twenty-eight years, having joined the Henry R. Worthington Hydraulic Works of Brooklyn as a boy.

## New Accounts with Larchar-Horton Agency

The Dura-Tex Company, Inc., Brockton, Mass., manufacturer of mocassin type footwear, and the Worcester Steel Products Company, Worcester, Mass., manufacturer of tap and dye sets, have placed their advertising accounts with the Larchar-Horton Company, Providence, R. I., advertising agency.

## Whitlock Cordage Appointment

The Whitlock Cordage Company, New York, has appointed Charles Brown to handle the advertising of that company under the general direction of L. I. Whitlock, treasurer. Mr. Brown has been with the company for the last twelve years.

## Toronto Office for Huber Hoge

Huber Hoge, Inc., New York advertising agency, has opened an office at Toronto, Ont. J. M. Bowman, formerly with J. J. Gibbons, Ltd., advertising agency, Toronto, is in charge. Among the accounts that will be directed from this office is the Monarch Knitting Company, Ltd., Dunnville, Ont.

## Establishes Canadian Factory for Wallace Cutlery

The R. Wallace & Sons Manufacturing Company of Wallingford, Conn., recently has established a factory at Cookshire, Quebec, where it will manufacture cutlery for the Canadian trade and for export to the British Empire.

## New Mail Fraud Scheme Uncovered

A scheme to defraud merchants and newspapers throughout the country has been uncovered by the arrests of several of a group of fourteen men recently indicted by a Federal Grand Jury at New York. The scheme employed was to print stationery bearing Broadway, Fifth Avenue or Wall Street addresses, using names similar to established houses of national reputation. Advertising material was used offering huge quantities of merchandise at low figures. These goods would be sold C.O.D., except that a fair deposit was asked.

Advertisements sent newspapers were accepted by publishers and billed. By the time the statements and cash deposits arrived, the parties decamped and started operating at a new address under a different name.

The fraudulent operations are said to have commenced in November, 1922. Vast quantities of woollens, army shoes, underwear, raincoats and other merchandise, at bargain prices, are said to have been advertised. Losses ranging from \$15 to \$25,000 have been reported in complaints to Post Office authorities.

## New Accounts with Frank Presbrey

Magazines and business publications will be used in a campaign which the Vulcanized Rubber Company, New York, is planning to conduct on Ajax rubber combs. This advertising will be directed by the Frank Presbrey Company, Inc.

The Weston Electrical Instrument Company, Newark, N. J., manufacturer of voltmeters and ammeters, will run an advertising campaign in business publications. This advertising also will be directed by the Frank Presbrey Company.

## Midwest Advertising Managers Meet

The Midwest Advertising Managers Association held its regular meeting at Kansas City last week. The meeting was attended by twenty-two representatives from the member publications of the association.

## Macaroni Account for Richard A. Foley Agency

The Keystone Macaroni Manufacturing Company, Lebanon, Pa., has placed its advertising account with the Richard A. Foley Advertising Agency, Inc., Philadelphia.

## Western Pacific Railroad Appoints Ayer

The Western Pacific Railroad Company, San Francisco, Cal., has placed its advertising account with the San Francisco office of N. W. Ayer & Son.

# Why Distinguishing Features Are Seldom Registrable as Trade-Marks

It Must Be Proved That Such Features Were Primarily Adopted Because of Their Trade-Mark Value

## *Special Washington Correspondence*

**F**REQUENT imitation, both in this country and abroad, indicates the selling value of such distinguishing features as the white inlaid dot near the base of the stems of Dunhill pipes, the white enamel lining of the oven doors of Buck's Stoves and Ranges, the "little red pump handle" of the Dunn-Pen, the designs of automobile hoods, and many others.

In some instances, features of the kind are more valuable from a selling standpoint than trade-marks, because they identify the goods at a distance and offer the attraction of novelty. Often, too, they are more easily remembered than a manufacturer's name or trade-mark, and serve to tie up the goods unmistakably with introductory advertising.

When such features actually distinguish one manufacturer's goods from those of his competitors, and especially when they have been used for this purpose in advertising, they may be protected under the common law. Sometimes they can be protected, also, by design patents. But when a manufacturer finds that a distinguishing feature of his product is serving what he considers to be the best purpose of a trade-mark, he frequently desires to protect his property under the trade-mark laws, and he usually finds his way to registration fraught with difficulties.

In the first place, a distinguishing feature of a product cannot be registered as a trade-mark if it combines one or more common features of similar products. This fact is clearly indicated by a recent decision of the Patent Office in the case of the American Lead Pencil Company. Last year, this company applied for registration

as a trade-mark for lead pencils, a red and white pencil cap eraser, the usual white rubber cap being made red as to the upper half which engages the surface of the paper in erasing.

## WHY REGISTRATION WAS REFUSED

Registration was refused, and in rendering his decision, First Assistant Commissioner Kinnan held that the mark is not distinctive of the American Lead Pencil Company's goods and would not be recognized by the general public as indicating origin or ownership. He was of the opinion that the treatment of the eraser cap does not constitute a valid trade-mark and pointed out the difference between purely distinguishing marks and those combined with the utility of the products. He also mentioned the salient features of several cases, cited by the company in support of its claim, in which so-called "color" trade-marks have been registered, and continued:

"None of these cases is conclusive or very helpful as to the instant case. The colored bands on the metal of a pencil, the two dots, one red and one white, on surgical instruments, the numbers on the packages of greases and oils, and on packages of paints, are purely fanciful and arbitrary, having no purpose or function or reason for their presence, save to mark and distinguish the goods. The red rubber eraser on a pencil has been used for many years, as is a matter of common knowledge, because red rubber makes a good kind of erasing material. Even long prior to this, white rubber eraser caps were used on lead pencils."

So the Patent Office does not consider the mere combining of





## Getting and serving

**G**ETTING business is a thing that most business men are eager about; it's the one form of activity which most advertising agencies concentrate on.

Like all advertising agencies we're interested in getting business; but if we can't get it on the right basis, we don't care for it.

"The right basis" doesn't mean our profits; it means our service to the client; we're more concerned with what we give, than what we get. We've found that to be the *best* way to get our reward.

Of course, there will always be some advertisers who don't understand us. We needn't worry about them.

## Williams & Cunnyingham

*Whose business is the study and execution of good advertising*

6 N. MICHIGAN AVENUE • CHICAGO

111 FIFTH AVENUE • NEW YORK

two common features, such as the white and red rubber of erasers, as a combination which constitutes a valid trade-mark. And in further justifying his decision, the First Assistant Commissioner said:

"It would seem that to make the erasing part of the cap of the efficient red rubber would be a natural thing to do, and the trade, on seeing such a cap, would not be led to believe the coloring had any purpose other than the functional one."

Sometimes certain features are adopted by a manufacturer to indicate different grades or sizes of his product, and primarily for the convenience and knowledge of the members of his own organization. Later, and quite naturally, such features are accepted by the trade as marks of identity. For this reason, they may be imitated, and then the manufacturer realizes the advisability of protecting them by trade-mark registration.

Evidently, an experience of the kind prompted Johns-Manville, Inc., to file an application for registration as a trade-mark for sectional pipe covering a mark consisting of a colored band, preferably of paper, placed on the inside wall and at one end of sections of cylindrical pipe covering, no particular color being specified.

The outcome of this case illustrates the necessity of adopting a specific distinguishing feature, if it is to be registered as a trade-mark. The Patent Office held that the Johns-Manville company was not entitled to register the feature, and the ground of the decision was that such a band does not constitute, independently of the color used, a valid trade-mark.

In his decision, First Assistant Commissioner Kinnan referred to the Leschen cases, which involved the applications on similar trade-marks for wire rope. He also called attention to the fact that the Supreme Court of the United States, in the last of these cases, had held that the trade-mark for wire rope was invalid because it



## An Innovation in Printing

WE EXPERIMENTED with the idea of turning our equipment and plant over to buyers of large edition printing and binding—we "sold" them our plant, our facilities, and our staff of advisers.

The laboratory stage is passed, and the appreciation expressed by several nationally known publishers and advertisers has made this experiment an established plan.

We want you, Mr. Buyer, to walk in this plant, survey the complete mechanical equipment, the staff of craftsmen, our shipping facilities, and feel that they belong to you and are acting under your instructions.

No matter where you are located, we are at your back door with this idea and service, and we would welcome an opportunity to acquaint you with further details concerning our plan.



### Haddon Press

Where Federal crosses Nineteenth Street  
CAMDEN, NEW JERSEY

did not specify any form or particular color, and quoted the court's opinion regarding one form of the trade-mark in question, as follows:

"If the trade-mark were restricted to a strand of this color, perhaps it might be sustained." And basing his decision on this opinion, the First Assistant Commissioner said:

"Applying the doctrine of these cases to the instant application, I am satisfied that appellant is not entitled to the registration of his alleged mark without a limitation as to specific color."

#### NO BLANKET PROTECTION

Obviously, then, it is not possible to protect as a trade-mark under a blanket registration a distinguishing feature that combines a variety or series of colors. And if the Johns-Manville company had filed its application on a mark consisting of a band of specific color, placed on pipe covering as described, there is little doubt that registration would have been allowed.

Any distinguishing feature closely related to the mechanical functions of a product, or on which the utility of a product depends, cannot be registered as a trade-mark. This is strongly indicated by another Patent Office decision rendered January 11. In this case, the Goodyear Tire and Rubber Company filed an application for registration of a trade-mark for belting, hose, machinery packing and automobile tires composed of rubber or a combination of rubber and fabric, the mark consisting of "a series of circumferentially-disposed, outstanding blocks or elements, approximately diamond-shaped, and spaced by a series of grooves or lines which intersect each other at right angles, the blocks or elements being aligned on parallel cross-planes."

In other words, the company attempted to register as a trade-mark its "Diamond Tread"; but the First Assistant Commissioner held that the purpose of the tread was mechanical and not, primarily, in the nature of an



## DORRANCE, SULLIVAN & COMPANY

Incorporated

### *Advertising*

130 West 42nd Street  
NEW YORK

31 Milk Street  
BOSTON

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# Covering a Rich Market

The present estimated population of Janesville, Wisconsin, is 21,952, although the last census record gives but 18,293.

Using the accepted basis of 5 persons to a family, this means that there are here 4,390 homes. The present daily circulation of the Gazette in Janesville is 4,876.

In addition to covering Janesville better than 100%, the Gazette circulates in forty other prosperous cities and towns in addition to the substantial rural communities hereabouts.

No other newspaper comes in here in worth-while fashion—this fact is appreciated by the foremost national advertisers whose copy and schedules appear regularly in our columns.

Advertisers and advertising agencies will find our free booklet "A Rich Market," an interesting analysis.

## THE JANESVILLE DAILY GAZETTE

H. H. BLISS, Publisher

THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"—Member of Wisconsin Daily Newspaper League

M. C. WATSON, Eastern Rep.,  
236 Fifth Ave., New York City

THE ALLEN-KLAPP CO., Western Rep.,  
1336 Peoples Gas Bldg., Chicago

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# Harry E. Cleland

*Harry E. Cleland*, now with us, needs no introduction to the Advertising and Selling Professions. For many years closely associated with the advertising departments of the Hill and the McGraw Publications and later with their consolidation, Mr. Cleland is a recognized authority upon advertising and selling plans. His writings and speeches have shown a breadth of vision regarding advertising and its needs comparable to any authority on the subject today.

We consider ourselves fortunate in securing the services of Mr. Cleland, and feel that we have made a distinct step in bettering the service we have always endeavored to render our clients.

Send for the reprint of Mr. Cleland's address before the Associated Advertising Clubs of the World at Atlantic City entitled "Looking at Copy and Looking into It."

## BISSELL & LAND, INC.

337 Second Ave.

Pittsburgh, Pa.

Advertising Agents and



Merchandising Counsellors

---

identifying mark. He said that the device was intended to prevent the skidding and slipping of an automobile tire, and that the applicant never had shown any use of the design as a trade-mark. In his decision, he pointed out that it was not open to dispute that the design used as a portion or part of the tire itself has a mechanical function, and continued:

"There are many features about a manufactured product which become more or less characteristic of the output of a certain manufacturer; but these features, inherent in the article itself and performing mechanical functions in the use of the article, do not constitute subjects for trade-mark registration."

#### AUTHORITIES SUPPORT DECISION

In support of his decision, the Commissioner mentioned the details of several cases of the kind that have been passed on by the courts, and then offered the following explanation:

"Appellant has obtained a design patent for this particular design of tire tread, and it would seem that the design is not applied to the article in the sense a trade-mark is used. In the case of *in re American Circular Loom Company* . . . the court noted that a mark adopted to indicate origin or ownership may through long continued and wide sale of the article come to indicate quality also, but added that 'it would have to appear with certainty, however, that at the time of adoption the mark was for the purpose of indicating origin, manufacture, or ownership.' There is no evidence to show, nor reason to hold that this design of tread was originally adopted solely for trade-mark purposes. It is true, as stated in the case of *The Gamewell Fire-Alarm Telegraph Company*, . . . the fact that a mark is applied to the goods by being made integral therewith in the process of manufacture does not bar registrability, but the mark must have been adopted and used for the purpose of showing origin or ownership.

## The Burden of Overhead

### WHOLESALE

can reduce the burden of overhead costs by selling standard advertised brands because of the quick turnover rather than try to enter products under their own labels, and by so doing enter into competition with the Manufacturer who is advertising his wares to create sales in that field.

**Boston Globe**  
**Baltimore Sun**  
**New York Post**  
**New York Times**  
**Minneapolis Tribune**  
**San Francisco Bulletin**  
**St. Louis Globe-Democrat**  
**Philadelphia Public Ledger**  
**Des Moines Register and Tribune**

Information regarding these trade centers will be gladly furnished by the advertising departments of these papers, or

### GUY S. OSBORN

Incorporated

Western Manager

CHICAGO

1302 Tribune Bldg.

DETROIT ST. LOUIS  
 701 Ford Bldg. 401 Globe-Democrat Bldg.

In the case of *Herz vs. Loewenstein* . . . the court noted its approval of the rule forbidding registration of a mark which is an inherent element in the manufacture of the article on which it is used."

Another and a still later case shows the impracticability of modifying a common practice to create a distinctive feature. On January 6 the First Assistant Commissioner rendered a decision in which he held that the Clinton Furniture Company, of Clinton, Iowa, was not entitled to register as a trade-mark for bed springs a band of gold or gilt covering the outer, upper rectangular metal frame of the springs.

The examiner who handled the application reported that he had inquired at certain department stores and had found that various parts of the frames of bed springs had been painted with gilt paint, and that he himself had used a bed spring in which the side bars were painted gilt. And as the basis of his decision, the Commissioner held that it is common

for manufacturers to cover with gilt paint various parts of the frames of bed springs to prevent rust and the consequent staining of the bedding.

The Commissioner said further that the applicant had disclosed no trade-mark use, and that the particular marking would be understood only as used for the purpose of preventing the discoloration of the bedding by rust.

"In view of the foregoing," he continued, "I am unable to reach any other conclusion than that reached by the examiner—that the use of a gilt color upon the particular frame member adopted by appellant would not be a trade-mark use. Dealers and those purchasing would not recognize this particular color on this particular portion of the frame as being a trade-mark."

Regardless of the disposition of these four cases, it cannot be denied that the registration as trade-mark of distinguishing features, when it is possible, is highly desirable. And while the cases show the most common reasons



## STANFORD BRIGGS INC.

ADVERTISING ART

392 FIFTH AVENUE, N.Y.

*Layouts, designs, and Illustrations for every purpose in every practical technique.*

WRITE US FOR SAMPLES OR  
BETTER STILL ASK US TO CALL



## Reflecting an Institution

EVERY day a hundred millions of people depend on a great institution to keep them in touch with one another. Every day that same institution depends upon attractive and super-durable signs to keep them in touch with the millions. Life-lasting "Ing-Rich" Signs of colored porcelain [fused into steel]—signs that fittingly bespeak the greatness of the Western Union. They can serve your company as well. Write for catalogue and trial sign offer.

*No obligation*

Ingram-Richardson Manufacturing Company  
College Hill Beaver Falls, Pa.

# ING-RICH SIGN

*Fadeless Publicity in  
Everlasting Porcelain*

# 500

## LETTERS A DAY

### ALL FROM WOMEN

That is the daily response to the Pattern feature on the Women's Page in "The New York Telegram and Evening Mail." Every letter contains money and every one of the women is a potential purchaser of dress materials.

YOU CAN APPEAL DIRECTLY TO  
THEM ONLY BY USING

**The New York Telegram  
and EVENING MAIL**

Publication Office, 73 Dey St., New York City

Eastern Representative  
DAN A. CARROLL  
110 East 42nd Street  
New York, N. Y.

Western Representative  
J. E. LUTZ  
Tower Building  
Chicago, Ill.

for the refusal of registration, they serve even a better purpose in illustrating necessity of foresight in planning, designing and adopting features of any kind.

Every unusual application of common materials, every mark or label, and all designs and unique arrangements, no matter the purpose for which they are adopted, are very likely to be accepted by the trade and the public as marks or features of identity. And comparatively few distinguishing features are registrable as trademarks because the manufacturers who adopt them so frequently fail to realize their potential value as marks of identification.

Therefore, these cases strongly indicate that it is not advisable for a manufacturer to adopt any distinguishing feature that may be generally accepted as a means of identification, unless the feature is registrable as a trade-mark, or subject to protection by design, patent, or both. In every instance, the possible future identification value of a feature should be anticipated. Before adoption, the feature should be shaped to meet the legal definition of a trade-mark, and, regardless of its mechanical application, the manufacturer, for the sake of later registration, should unmistakably establish by means of his selling methods and advertising that the primary reason for his adoption of the distinguishing feature is its value as a trade-mark.

### P. K. Hexter Joins Selden Truck

P. K. Hexter, New York, has been appointed vice-president and director of sales of the Selden Truck Corporation, Rochester, N. Y. He was formerly Eastern sales manager for the Republic Motor Truck Company, Alma, Mich., and later was vice-president and general sales manager of the Day-Elder Motors Corporation, Irvington, N. J.

### Joins Export Advertising Agency

Herbert M. Bratter has joined the New York office of the Export Advertising Agency of Chicago. He recently returned from the Orient where he has been statistician for the Chinese Government Bureau of Economic Information.

## When Demonstrators Make It Hard to Buy

THE MONARCH BRUSH COMPANY  
TROY, N. Y.

Editor of PRINTERS' INK:

We have read with much interest the article by John Allen Murphy, on "Hidden Demonstrators Unfair to Consumer and Advertiser," which appeared in PRINTERS' INK of December 13.

We could add an experience in one of the largest of the department stores here, where our salesman, knowing that our goods had been purchased by this concern, asked for one of our brushes and was told that they did not handle the same, but upon becoming real insistent the demonstrator finally dug up some of these brushes from somewhere underneath the counter, and it was only by the hardest kind of work that he was able to purchase one.

THE MONARCH BRUSH COMPANY  
M. M. WIENER,  
President.

## Cluett, Peabody Net Sales Increase

Cluett, Peabody & Company, Inc., Troy, N. Y., manufacturer of Arrow collars, shirts and handkerchiefs, reports net sales for 1923 of \$28,264,902, as against \$23,656,124, in 1922.

The net profit for 1923 was \$3,129,666, as against \$2,751,441 in 1922, \$275,400 in 1921 and \$1,938,292 in 1920.

In 1923 the company reduced by \$275,000 the item carried on its balance sheet for good-will, patents and trademarks. This item is now carried at \$18,000,000.

## Coleman Lamp Advertising Plans

The Coleman camp stove will be advertised in several periodicals directed to boys, sportsmen, and vacationists during the season of 1924, the Coleman Lamp Company, Wichita, Kans., informs dealers.

The company's plans also call for the use of space in farm publications regularly for the advertising of the Coleman Quick-Lite, a gasoline burning lamp.

## Caviar Advertised in New Campaign

The Russian Food Products Co., Inc., New York, has started a campaign in newspapers and business papers to advertise its Russofood Brand Caviar. The Mutual Service Corporation, New York advertising agency, is directing this advertising.

## With Buffalo Publications

Frederick R. Jones, recently with *Dun's International Review*, has been appointed Western manager of *La Hacienda* and *The American Blacksmith and Motor Shop*, both of Buffalo, N. Y. He will make his headquarters at Chicago.



# Jolts

**Wouldn't it jar you?**

**T**HE sales manager got a jolt.

The advertising manager got a jolt.

And the Advertising Agent got a—well, you know how it feels when you've as good as landed a big appropriation and someone comes along and knocks all your plans into a cocked hat.

That's just what happened.

When the 3 aforementioned executives laid their plans for an advertising campaign before the big boss, he listened carefully, even approvingly. But their hopes crashed to earth when he told them this:

"In general I like your plans. They show thought and care in preparation. And you've almost sold me something. I say 'almost' because in one important respect I think your plans flat flat.

"You've made wise and ample provisions for distribution. You've shown how the advertising will send folks into the store for our goods. But when the customer gets inside the store, what's to prevent the dealer from palming off an inferior article for ours? What's to prevent us from being blamed for the faults of this cheap imitator? Our product doesn't bear our name on it or our trade-mark. Not because

we haven't a trade-mark, but because we've never found a practical way to apply it.

"If you can find a way to apply our trade-mark to our goods, come back and I'll talk business."

\* \* \* \*

The 3 executives did come back, but not before a **PRINTERS' INK** advertisement had led them to the office of the Kaumagraph Company, headquarters for 20 years in the design and application of trade-marks.

Their trade-marking problem was only one of hundreds that the Kaumagraph Co. has solved for manufacturers and wholesalers of cotton goods, woolens, silks, gloves, linoleum, sporting goods and products with similar surfaces. Their product is only one of the many that can be handsomely, quickly and easily trade-marked with Kaumagraph Dry Transfers, which apply a permanent or removable trade-mark, as desired.

Perhaps your trade-marking troubles have given your advertising plans a jolt. Maybe we can help you get started again. No obligation. Write to our headquarters in New York.

**KAUMAGRAPH CO.**

*Kaumagraph Building*

350-356 W. 31st St., N. Y. City

Boston, Chicago, Philadelphia,  
Charlotte, N. C., Paris, Ont.,  
Canada Paris, France



# Chicago Journal of Commerce

—AND LA SALLE STREET JOURNAL—



Within a night's ride of Chicago is  $\frac{1}{3}$  of the nation's population and  $\frac{1}{2}$  the industrial and commercial activity.

**T**HE Chicago Journal of Commerce in 1923 carried 59,940 lines of advertising from the Utility Securities Company, Middle West Utility Company, Commonwealth Edison Company, Peoples Gas Light & Coke Company, and the Chicago, North Shore & Milwaukee Railway, placed by the McJunkin Advertising Agency, to thoroughly cover the Chicago territory.

## Plan to Advertise Southern Half of Middle West

A CAMPAIGN to advertise nationally the Southern half of the Middle West, or that portion compassed by the Seventh District of the Associated Advertising Clubs of the World, will be undertaken through the co-operation of chambers of commerce and other civic organizations of that district.

A plan for the campaign was presented by R. W. Etter, Pine Bluff, Ark., president of the Seventh District, at a dinner of the presidents of the advertising clubs represented at the Seventh District Convention which was held at Kansas City recently. The plan was endorsed and a committee appointed to obtain data.

On the opening day of this convention the delegates were welcomed by Lou E. Holland, president of the Associated Advertising Clubs of the World, and H. P. Comstock, president of the Kansas City Advertising Club.

In addition to a discussion of the subject of advertising the district, the convention heard addresses on a large variety of subjects. Among the speakers were:

Curtis M. Johnson, Rush City, Minn., who in an address on "The Retailer's Road to Happiness," declared the retailer to be a public servant, like a public utility. H. G. Creel, advertising manager of the Oklahoma Farm Mortgage Company and Kingkade Hotel, Oklahoma City, speaking on "Letters That Sell," described the use of newspaper advertising combined with sales letters.

A. S. Perry, of Cuthbert, Ga., spoke on "Club Work in the Small Town—the Neosho Sales Day Plan." Mr. Perry described how Cuthbert crawled out of inactivity into the limelight and spirit of progressiveness through the co-operation of the Randolph County, Ga., Advertising Club. Otho Mooney, B. & O. Cash Store, Temple, Okla., told "How the Small-Town Merchant Can

## A New Monumental Work



By Daniel Starch, Ph.D., Graduate School of Business Administration, Harvard University

**M**ANY books have been written on advertising, but here, at last, is truly a monumental work! 1008 pages that will do much to take the guesswork out of advertising. Fully describes tried and proved methods of determining the probable effectiveness of a series of proposed advertisements before they are used. Actual returns from testing advertisements under this plan in a variety of lines are given in detail. Explains step by step how you can proceed to build up effective advertising.

**R**ELETE with actual experiences of hundreds of advertisers. It tells what results were really secured and points out the scientific methods to follow to secure or avoid similar results. It shows why some campaigns have failed and why others have succeeded. It takes the individual advertisement and tells you what you ought to know about the headline, the illustration, layout and typography, copy, color and size.

It tells how to determine how much money to spend for advertising and answers many other problems that bob up to bother even the most experienced advertising man. Mail coupon for examination copy.

— — —No money now—mail coupon— — —

A. W. SHAW COMPANY,  
Cass, Huron and Erie Sts., Chicago.

Please mail me for ten days' examination a copy of Daniel Starch's "Principles of Advertising." If entirely satisfied, I'll send you \$5, payment in full. Otherwise I'll return the book. P-2-24

NAME .....

STREET & NO. ....

CITY & STATE .....

(Canada \$5.50, duty prepaid, same terms; U. S. Territories and Colonies \$5, cash with order; all other countries \$5.50, cash with order.)

## A peach of a paste!

Drop a dime in today's mail for this big tube.



### Stick with "GLUEY"

Quick drying, creamy, tenacious. Improved plunger stopper can't stick. Ask your dealer about the desk jars and economical pints, quarts, gallons.

**The Commercial Paste Company**  
Columbus, Ohio

Please address Dept. 115

Sold by Department, Drug, 5 and 10 cent stores and Stationers.

for Art Work and Copy  
**MARTIN ULLMAN**  
**STUDIOS INC.**  
111 East 24th Street  
New York  
Madison Square 8517

*Ideas in advertising bring results*

Use Direct-Mail Advertising." Mr. Mooney, with his brother, does an annual business of \$1,500,000 in a town of 906 people, but maintains a mailing list of about 35,000 names.

H. F. Gilhofer, representing the National Advertising Bureau of Chicago, spoke on "Outdoor Advertising's Place in the Merchandising Plan." He stated that advertising clubs welcome legislation prohibiting roadside signs, as practically all signs of merit are placed on leased property.

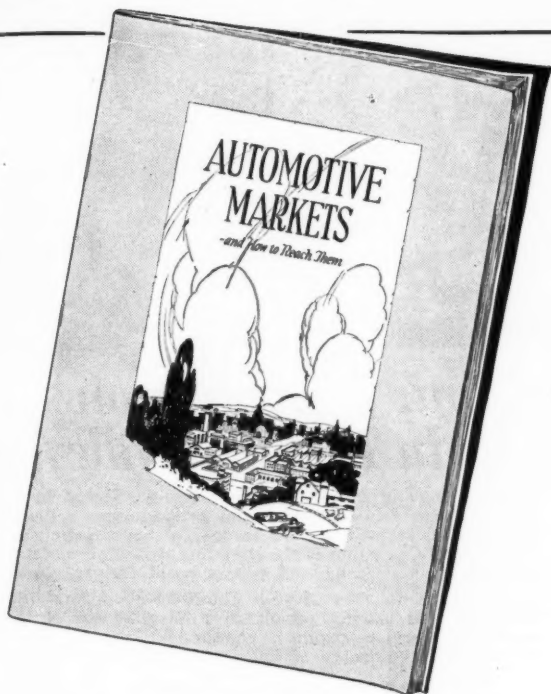
Harry B. Kirtland, president, Kirtland Company, Toledo, O., addressed the last morning session of the convention on "Building Sales on Plans and Specifications." "Home Economics in Relation to Advertising" was discussed by Mary R. Reynolds, associate editor, *Farm and Home*, Springfield, Mass. Mrs. Reynolds predicted that women in a few years will demand expert investigation of all household equipment before it is placed on the market. Karl E. Kilby, advertising manager, The Coleman Lamp Company, Wichita, Kan., spoke on "Making the Advertising 'Talk' in Selling Dealers," and illustrated the process of selling the dealer through the use of an advertising portfolio.

At the final afternoon session, William P. Green, associate director of the National Vigilance Committee, spoke on "Some New Applications of Vigilance Work."

Education, co-operation and advertising were the three chief purposes of the convention as outlined by Mr. Etter—educational, in bringing speakers to the convention who were familiar with the problems confronting the district; co-operation between cities and towns of the district, and the drafting of a campaign to advertise the Middle Southwest to the world.

The 1925 convention of the Seventh District will be held at New Orleans.

Robert Emmet Kane has joined the copy staff of the Chappelow Advertising Company Inc., St. Louis.



### *Have You Received Your Copy?*

**F**REE upon request—this 24-page booklet analyzing and classifying the automobile industry. Shows distribution of 14,000,000 automobile owners for 1923, how lists are compiled and checked, gives statistics and much other pertinent information. Very useful for reference—only a few copies left.

### *Send For One*

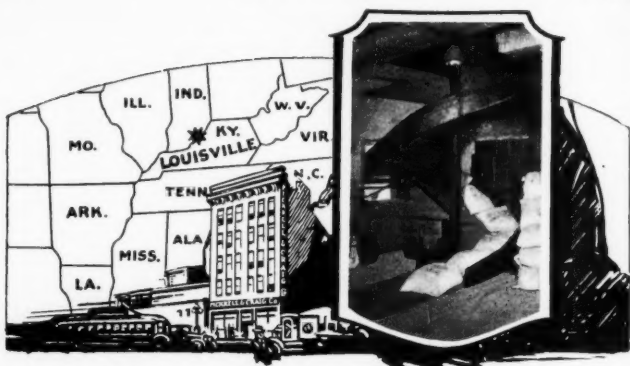
**The Reuben H. Donnelley  
Corporation**

CHICAGO

NEVADA, IA.

NEW YORK

Address correspondence to the Nevada Office



## Cut Your Distribution Costs In The Louisville Area

Large savings in freight costs are being effected by manufacturers who ship their goods in carload lots to Pickrell & Craig Company; who in turn reconsign them to their various buyers in LCL shipments, attending to all the details of assorting, reconsigning and prorating of freight costs.

Facilitate the delivery of your goods on all orders from the important and heavily populated Louisville territory. Give warehouse service—prompt, economical, certain—but save the expense and worry of operating your own.

### Let Our Warehouse be Your Warehouse

Pickrell & Craig Company is the largest organization of its kind in the South. It is experienced and thoroughly responsible; its clients are assured of intelligent and conscientious representation, and prompt and accurate service.

Our warehouse is modern in every detail. Fireproof lowest insurance rates; studied arrangements, labor-saving devices, unexcelled trackage and handling facilities help to keep costs low. Negotiable warehouse receipts are issued.

Pickrell & Craig Company are representatives of more nationally advertised food products than any other selling organization in the United States.

Let us tell you in detail how we can help you to solve your distribution problems in this territory, as we have helped, and are helping, others.

**PICKRELL & CRAIG Co.**  
Warehousing, Distributing & Selling  
*Louisville Kentucky*

## Earl & Wilson Reduce Line

(Continued from page 12)

sell other things, such as neckties, collar buttons and shirts. Many dealers put the collar department in the backs of their stores, instead of up front where it used to be, because they want to get buyers to walk through the store on the way to purchase new collars. Even this, however, did not seem to Earl & Wilson to make the collar department the profitable department it should be. More often it works out that the collar buyer is in the store for collars only and will resent the efforts of the clerk who is trying to make a plus sale.

The situation has not been entirely satisfactory to the consumer. When he enters the average haberdashery to buy a collar he finds himself confronted by a case or cases full of a great many collars. For instance, take the retail store, cited early in this article. In this store the consumer finds himself able to choose his collar from about ninety-four styles. If he looks over these styles carefully, he will find that many styles are merely modifications of other styles. The chances are about ten to one that in each case he chooses one of the twelve leaders. Of course, he has a wide range of choice, but it is a question whether he is getting any better service from ninety-four collars than he would have from twelve. There is no question that the store would be benefited greatly if its line could be cut down by some eighty-two collars.

This is a condition that has been recognized in the collar business for some time, but it is a condition that was more or less accepted as necessary. After their investigation Earl & Wilson decided to do their best not only to simplify their manufacturing and selling problems, but also to simplify the collar business of the average retailer.

The first step was to make a drastic cut in the line. Instead



**Shuman**  
**LABELS**  
*in ROLLS*

*Save Time  
Run through  
Typewriter in  
a Continuous  
Strip*

**NEW LABEL  
CATALOG**

*Printed in Colors.  
A Label Reference Book  
for your files. Write for  
it on your Letterhead.*

**NO WASTE  
WITH SHUMAN  
ROLL LABELS**

*Do not stick together, curl or  
get soiled. Cannot be used  
as scratch pads. Saves you  
labels.*

**THE FRANK G. SHUMAN CO.**  
*Labels and Tags*  
**Blatchford Bldg. Chicago**

ALL  
KINDS OF  
LABELS  
AND ALL  
GOOD



### The Only Complete and Authentic Record of CONVENTIONS AND EXPOSITIONS

Gives meeting place, dates, secretary's address and attendance for 8,500 Conventions and Expositions that are held annually by International, National and State organizations which represent every type of industry, profession, trade and class.

A service of immeasurable value to all who realize the opportunity to build business where large gatherings assemble.

Published monthly—Yearly rate, \$15.

(Descriptive leaflet No. 20 upon request)

**Hendrickson Publishing Co., Inc.**  
1402 Broadway, New York City

## C & M

### Hand Made Papers Score for The Outlook

**P**ROMINENT men throughout the advertising profession are expressing high approval of The Outlook's "Dramatizing the Reader" series.

The six folders are printed on Canson Ingres colors #4, 5, 7, 8, 9, 15.

Wouldn't you like to see other samples?

**Canson & Montgolfier**  
of Vidalon, France

Manufacturers of Hand Made Papers  
Since the 16th Century

Printing  
Crafts  
Building

New York  
City, N.Y.  
U. S. A.



### Agency Solicitor's Opportunity—

A busy agency needs another man—one who can successfully handle and solicit accounts.

The right man will come prepared to prove his ability at the start.

No time or money to spare for the support of non-producers. Write for appointment.

All members of our organization have been informed of the insertion of this advertisement.

Address "T. M.," Box  
276, Care Printers' Ink

of continuing making thirty-five semi-soft collars, the company decided to specialize on the four collars from which it was getting 75 per cent of its business. The next step was to make it as easy as possible for the dealer to sell these four styles.

The company then went into collar selling methods. It found that the accepted way of selling soft collars was in individual envelopes. These in turn were packed in pasteboard boxes which held a dozen collars. Earl & Wilson decided to do away with the envelope and to substitute for it a pasteboard package.

#### THE NEW PACKAGE AN IMPORTANT FACTOR

The result was the Earl & Wilson Collar Package. This is a pasteboard container ten and one-quarter inches long, three inches wide and one-half inch deep. It is made large enough to hold a "17" collar and wide enough to hold the highest collar that the company has ever made, although it is making no collar today that approaches the old collars in height. It was decided to make the package so large in order to take care of any trend in the future.

The color scheme of the package is orange, green and black. On the top is shown a picture of the collar with a name plate. At one side of the picture are the initials "E & W" under which is written "Earl & Wilson Collar Package." On the other side of the picture is written "This collar package contains three guaranteed, semi-soft collars; 3 for \$1." On the back is the Earl & Wilson guarantee which reads: "The collars are the product of the best materials and of the finest workmanship. They must prove satisfactory in every respect." Inside are packed three collars.

The box is telescopic in form so that a mere push of the finger exposes the collars in case the consumer wishes to inspect them before buying. It is kept closed by a little green tab which is stuck over the end, and on this



## Rings Up Sales On the Dealer's Cash Register

"As the campaign has been under way for some time, we are now in position to show very gratifying results, not only in sales to those of our customers who never had the pleasure of using (product), but also increased confidence in the (product) of those of our friends who have been using (product) right along. Never has the sale of (product) been bigger with us."

*—An unsolicited endorsement of a prominent Eastern dealer. Name and further details on request.*

THE a d a (Applied Direct Advertising) campaign referred to here was prepared and produced in its entirety by the Caxton organization. Caxton worked out the plan, wrote the copy, created the art work, did the printing, addressing, stamping and mailing—handled the complete campaign from its conception to distribution to a national hand-picked audience.

Through Caxton Applied Direct Advertising the manufacturer is assured that the dealer is pushing his goods; that the consumer is being directed to an individual retail store, and that he has effectively localized his national advertising.

Have you read "Pre-Selling"? A copy free to sales, sales promotion and advertising managers of manufacturing concerns with national distribution. To others the cost is one dollar.



THE CAXTON COMPANY  
*Applied Direct Advertising*  
CLEVELAND, OHIO

# **The Herald-Post Company** of Louisville, Kentucky

*Announces*

## **The Louisville Herald**

Continued as a Morning Newspaper

## **The Louisville Post**

Continued as an Evening Newspaper

## **The Sunday Herald-Post**

A Combined Sunday Newspaper

Contract rate for each of the three papers  
separately ..... **9c**

Combination contract rate for the Louisville  
Herald and the Louisville Post..... **14c**

Combination contract rate for the Sunday  
Herald-Post and the Louisville Post..... **15c**

The rate on the two dailies

**Based on 86,000**

is 1/6 of a cent per 1000 circulation, the low-  
est rate for *any* Louisville newspapers.

**Sunday Circulation, 60,000**

**THE KELLY-SMITH COMPANY**  
**New York** **Chicago**

*Has been appointed*  
*National Advertising Representatives*

tab is the name of the collar and the size. Inside of the packet is a slip of green paper on which are printed four selling points and an unqualified guarantee. This collar packet takes up only one-half the space that was formerly occupied by the three envelopes and collars.

The next step was a cabinet to hold the collars. The cabinet is twenty-two inches long, ten and one-half inches wide and eleven inches deep. It will hold thirty-two dozen collars on a graduated scale of eight dozen of each collar in sizes ranging from fourteen to sixteen. It is interesting to note that the company has cut out four sizes, 13, 13 $\frac{1}{4}$ , 13 $\frac{1}{2}$  and 13 $\frac{3}{4}$ . These were eliminated because it was found that the demand for these sizes was small and that the average dealer was usually left with some of these small sizes after he had sold out the rest of the collars of the same style. Of course, the company will furnish the dealer with these smaller sizes if he wishes to buy them. It merely does not pack them in the cabinet. On top of the cabinet is a glass display case in which four collars are actually shown.

The collar packets are packed in the new cabinet in such a way that the ends alone are visible to the clerk. However, since the company has placed the identification tabs on the end of the package, it is a very simple matter for the clerk to take out the collar that he wishes. The identification tab also makes it possible for the clerk to make single collar sales from packets which have already been opened, merely by looking for a broken tab. Not only does the new packet save space, but the cabinet also gives the dealer a smaller and more compact storage place for his soft collars.

The cabinet and the packet are the basis of the new Earl & Wilson plan. Before putting the plan into effect the company made a test selling campaign in four cities — New York, Chicago, Boston and Cleveland. Boston was included particularly because

it is not a "soft-collar city," the sales of soft collars there being comparatively small. Three hundred dealers were approached with the new plan and the company made the remarkable record of selling 277 out of the 300, although half of these dealers had never stocked Earl & Wilson collars before.

#### DOES WHAT THE DEALER WANTS

Why was the company able to make this remarkable record which it believes it will approximate all over the country?

The company believes that the chief reason for the success of the plan is the fact that it does something for the dealer which he has long desired. The company does not go to the dealer and say: "Here is what you will sell if you tie up with our plan." Instead of that it goes to the dealer and says: "Here is what you always have sold. While our collars will not take care of your entire soft collar business, we have proved by our records that it will take care of at least 75 per cent of that business. In addition to this we are going to back the plan with advertising that is not intended to move new styles, but is intended to help you increase your business on Earl & Wilson collars."

Of course, the biggest thing that it does for the dealer is to simplify his line. If he is an old Earl & Wilson dealer he finds himself with only four styles instead of thirty-five. He can carry as many other styles, made by other companies, as he wishes, but Earl & Wilson are fairly certain that their four collars will easily take care of three-quarters of the dealer's business.

There is another angle to this subject which it is not possible, at the present time, to estimate accurately. It is entirely possible that if a dealer carries only the four Earl & Wilson soft collars he would lose very few collar sales. The man who comes in to buy a collar would very likely find a style that suited him among the four offered him.

A second big help to the dealer

This ad is addressed to an experienced agency creative man who is not looking for a new connection.

He has qualities which no agency would willingly part with—long experience in planning, designing and writing complete advertising campaigns based on sound merchandising principles.

This agency offers such a man three things that will interest him regardless of his present situation:

1st—a place as active principal in the firm, with or without investment, as he chooses.

2nd—an unrestricted basis of developing his plans on the highest class of national accounts in the Middle West.

3rd—a basis of compensation that has much more than salary to it and that is automatic in its application.

*An inquiry from such a man would be held particularly confidential.*

Address "K," Box 274, care of PRINTERS' INK.

is in the saving of space. If the Earl & Wilson idea is carried out it will mean that the dealer can cut his collar department in half and still give the same service to his customers.

In the third place, the packet offers the dealer a chance to plus the sale. Instead of offering the customer one collar or two collars in an envelope, the dealer offers him three collars in a neat, convenient package. A great many men will buy the three collars put up so conveniently where they may have planned to buy only one or two.

Fourth, the Earl & Wilson plan makes collar selling more or less automatic. How this will work out is best shown by the experience of the company with a large retail clothier in the Middle West. This dealer asked for five cabinets instead of one.

"The plan will greatly simplify our selling of collars," he said. "I intend not only to place a cabinet in our collar department, but also in four other places in the store, because selling collars through the cabinet does not require any particular knowledge of the collar business. By using the cabinets this way I expect we shall get a number of added sales."

The cabinet makes it possible for a cashier, for instance, to take care of the sale on a collar. She has only to reach in the cabinet and pass the collar packet over to the customer. Her part is almost automatic.

Another great service that the plan does for the dealer is to cut down his percentage of overstock. It has already been pointed out that the advent of a new collar does not mean more collar sales, but merely more sales on a new collar, and that each new collar sold means an old style left in stock. Under the Earl & Wilson plan the dealer will not have to have such a large stock of different styles and, therefore, will not be left with a number of collars which may have been on his shelf for a long time and which he has no possibility of selling.

The customer's buying problem

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**The Leading Advertising Medium  
of The Music Industry**



**PUBLISHED DURING 1923**

**1565.63 PAGES**

**OF PAID ADVERTISING**

**EXCEEDING BY**

**37.49 PAGES**

**The Total Paid Advertising Published by  
Any Other Music Trade Paper During 1923**

---

**THE REVIEW** is the oldest, largest and most influential trade journal covering every branch of the music industry, including pianos, player pianos, reproducing pianos, automatics, talking machines, sheet music, musical merchandise, radio, etc.

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**EDWARD LYMAN BILL, INC.**

**383 Madison Ave., New York**

**NOTE:**—In the music industry, advertising space in the business press is sold on a page unit basis; not on a line basis, as in the case of newspapers. On the page basis, which is the only sound method for comparison, **THE REVIEW** leads the field in volume of advertising.

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# IN CANADA --

## *A Selling Connection You Can't Ignore*

For 58 years the London Farmer's Advocate has been calling weekly on the cream of Canadian farmers—helping—suggesting—pleasing—and fighting for agricultural interests.

Besides this "missionary work," it has been selling every conceivable article required for the subsistence, luxury, work and wear of the farmer.

Products from every corner of the globe have found their way into Canadian farm homes because of introduction by the Farmer's Advocate.

To-day there are more than 50,000 farmers and their families (representing a combined wealth of over four hundred million dollars) reading the Advocate every week and being influenced in their desires by its pages.

This hand-picked market awaits your message. Through the advertising columns of the Farmer's Advocate you speak to these people as through the mouth of a friend. It makes a difference!

**The Farmer's Advocate has the  
largest circulation of any farm  
paper published in Ontario.**

Ask any recognized advertising agency for full particulars of rates and circulation or write the Head Office, London, Canada.



LONDON, CANADA

Established 1866

A. B. C. Member since the beginning

is greatly simplified. Instead of having to make his choice from a bewildering array of two or three score collars, he can easily choose a collar that suits his particular taste from among the four offered by Earl & Wilson. It also gives him his collars in a convenient package which can be easily carried.

The greatest potential weakness in the Earl & Wilson plan is from the consumer's end. It is probable that some consumers will insist on having styles that they have used and liked. It is also probable that other consumers will not like to pick their collars from so few styles because they have formed the habit of having a wide style range to choose from. However, the company feels that it has proved to itself that these four collars will take care of 75 per cent of the business and that in the remaining 25 per cent a great deal of the business has been on collars that are mere modifications or slight changes from those which the company is now selling.

#### ADVANTAGES TO THE COMPANY

For the company itself the new plan has many advantages. In the first place, it greatly simplifies manufacturing. Instead of a wide line of thirty or forty collars the company can specialize on four. The advantages of this, from the manufacturer's end, are obvious. The company found that on the four styles which it chose the factory had had so much experience that there had been very few returns. In fact, the return problem was almost nil, records proving that the returns were almost entirely on the styles that were more extreme and on which the company's employees had had little experience. This is one of the reasons why the company was able to make its unqualified guarantee.

Another big advantage is that the company is now allowed to plan ahead and anticipate demand. Formerly the company had to go slow, owing to the fact that it could not tell what would happen in the style of collars. A new

# 6,800

Employing and Contracting Sanitary and Heating Engineers are reached by every issue of

## SANITARY<sup>and</sup> HEATING ENGINEERING

They spend over \$98,000,000 for plumbing and heating material in the course of a calendar year. Over 76% of them are rated in the commercial agencies.

Yes, indeed, its circulation is A. B. C.

## SANITARY<sup>and</sup> HEATING ENGINEERING

15 East 40th Street  
NEW YORK

## Are You This Man?

He is upwards of 30, clean-cut, ambitious, a high-powered salesman with a record of integrity and success and accustomed to an income of \$5000 a year or more. He is probably selling space for some high class publication. He knows advertising. He is accustomed to meeting the men who direct the biggest accounts in the New York territory. He knows them.

The job is in New York City selling electrical advertising to big accounts only. It calls for a salesman of the highest type, and his remuneration will be in keeping with his ability.

If you come up to these specifications tell us about yourself fully, so that we may arrange a personal interview. What you tell us will be held in confidence.

Address "R," Box 278, Printers' Ink, 185 Madison Ave.

style might sweep the field and force the company to change all its tactics almost overnight. To-day the company is able to plan eight months ahead.

A third advantage is that the company gains an entree with new dealers. As mentioned previously, of the 300 dealers tried out in the test selling campaign, almost half were dealers who had never before been sold by Earl & Wilson, which shows that the dealer likes the plan and that the company will be able to put Earl & Wilson collars in a great many stores that it has never before been able to approach.

The selling plans for the new collar packet are based entirely on the packet itself and the cabinet. The company has prepared an elaborate portfolio for its salesmen. In the portfolio is a complete explanation of the plan with illustrations of the collars, the packet and the cabinet. There are also samples of the company's contemplated advertising.

The packet is being featured in advertising that is in many ways

different from ordinary collar advertising. Style is not a big factor in the sale of the packet and therefore is not a big factor in the advertising. The company points out, not that it is selling a new style, but that it really is selling a correct style.

The main appeals are—in addition to style—convenience, freshness, cleanliness, economy, wear and price. The company also emphasizes its guarantee. In the larger space the packet is shown. Smaller space advertisements flash the story in brief, attention-getting messages.

The new Earl & Wilson plan has several significant angles. First, the company has gone at its selling problem through the eyes of the dealer, trying to find out what will help him make his collar business satisfactory and on an equal basis with the rest of his stock. It is showing him that it is not offering him new styles to sell in place of old, but styles that have proved that they will take care of 75 per cent of his customers.

**T**O those who are in need of help in solving business problems, I am offering the experience resulting from 20 continuous years of active service in the Advertising Agency field.

Correspondence is solicited from business men who are interested in discussing such a service on a predetermined fee basis.

---

**W. W. DOUGLASS**

*Business Counselor*

79 John Street, Room 805      New York City

Telephone: Beekman 3262

## Mister MORRIS was right

William Morris, the English artist, remarked one afternoon that "Art is the expression of man's joy in his work." And I guess old Bill was right.

That's why a fellow always does *best* the job that gives him most fun.

Following this theory I have decided that from now on I shall confine myself to doing only the kind of advertising art that gives me the most personal pleasure and which I therefore do best.

This will mean that I am going to devote my efforts to the rendering of finished drawings—particularly color—for a very limited, carefully selected and non-conflicting little group of advertisers.

My counsel with advertisers and agents in the matter of layout and design will embrace a somewhat broader scope, although my preference is for work where I start with a piece of white paper and finish the job complete ready for the engraver. This doesn't mean that I write copy, about which I know as little as I do about violin playing.

Working on this basis, a few years from now I may be engaging myself upon only, say, four or five national accounts. But these four or five advertisers—and I—will enjoy the comfortable assurance that their work is done exactly right.

I am interested today in getting acquainted with a few more accounts of the kind that would give me an opportunity to do as William Morris says.

In the past you have seen my influence or finished work or both in the advertising of the Pierce-Arrow Motor Car, Eveready Flashlights, Columbia Dry Batteries, Silvertown Cord Tires, Etc.

## MYRON C. PERLEY

Formerly Secretary & Art Director of  
The WM. H. RANKIN COMPANY

Until May First

Princess Issena Hotel, Seabreeze, Florida

After May First

Bronxville, New York

# ***Detroit— the 4th City***

Area . . . . .	90 sq. miles
Population . . . . .	1,200,000
Industrial Employees . . .	340,000
Bank Deposits . . .	\$571,663,693.31
Clearing House	
Totals, 1923 . . .	\$6,691,595,578.60
Building Construction 1923 (Detroit and Suburbs)	
Number of Buildings . . .	35,000
Value . . . . .	\$185,000,000.00

## **Big Wages**

The highest average wage of any large city in the world is paid in Detroit—

***Detroit Street Cars  
carry 1,400,000  
passengers daily.***

*You can reach this great number of  
active — prosperous — liberal spending  
people most economically through Street  
Car Advertising.*

**Michigan Street Car Advertising Co.**

Established 1883

**Kresge Building, Detroit**

Second, the plan shows an interesting phase of the changing from style to staples in a field where style was formerly the ruling power. If Earl & Wilson can succeed in stabilizing a branch of the men's clothing business which has been perhaps more sensitive to style than any other, the possibilities are almost unlimited. Dealers will be saved great overstocks; they will be able to cut down their usual after-season sale losses, and the manufacturer will be able to anticipate demand on a sound manufacturing basis. Basically, the plan is the extension of standardization to still another business which has been highly diversified. Earl & Wilson are having the same experience that Knox had when it found that out of 3,500 hat styles, one was getting over 40 per cent of the business, while twenty styles, including the one already mentioned, took care of 70 per cent of the business. The story of what Knox has been able to do has already been told in **PRINTERS' INK**.

The Earl & Wilson plan is based on the thought that style as a factor can be overcome to a great extent in fields where style formerly was considered one of the predominant factors. If the company's contentions work out in practice it will, along with Knox and a few other far-seeing manufacturers, have pointed the way to great savings and greater efficiency on the part of both manufacturers and dealers in a business where style has been of dubious value.

### F. E. Moscovics, Vice-President, Franklin Automobile

F. E. Moscovics has been elected vice-president of the Franklin Automobile Company, Syracuse, N. Y. He was formerly vice-president of the Nurdyke & Marmon Company, Indianapolis, and had been associated with that company for ten years.

### Death of William Doherty

William Doherty, who established in 1875 one of Canada's most widely known piano and organ businesses, since taken over by the Sherlock Manning Company, of London, Ont., died at Clinton, Ont., on February 8. He was eighty-four years of age.

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## Sales Manager *wanted*

**T**HE manufacturer of a nationally advertised product selling to a wide variety of retail outlets needs a competent sales manager.

The man wanted must have a record of actual accomplishment in managing a sales force. He will be expected to work with the men in the field, as well as to organize and direct from the home office. Preference will probably be given to a man in the early thirties who has made good, but whose real future is ahead of him. He must have a belief in national advertising and the ability to merchandise it most effectively.

The right man will have a splendid opportunity. The company, while comparatively young, is firmly established, is a leader in its line and is growing rapidly. Give full particulars regarding experience, compensation, etc., and interview will be arranged. Letters will be opened personally by the President of the company and held in confidence.

Address your letter as follows:

**CHAS. W. HOYT Co., Inc.**  
116 West 32nd Street  
(Sales Manager) New York City

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## Production Manager

now with nationally-known advertising agency—is open for engagement

**H**AVE you a place in your organization for a man who has had fifteen years' experience in the mechanical production field—a man who is a practical printer and typographer, photo-engraver—who has repeatedly demonstrated his ability to make the production department a smooth-running machine?

This man is seeking a connection where his ability as an organizer is needed.

### His Experience

Two years in photo-engraving plant of fashion publisher. Five years with high-class typographer and printer. Three years as Production Manager private corporation. Two years as Assistant Production Manager of third largest mail order house. Three years as Production Manager with two nationally-known advertising agencies.

He is 33 years old, married, and has a family.

Will you arrange an appointment with this Production Manager at your convenience?

**Printers' Ink, Box C-132**

185 Madison Avenue, New York City

## Sales Manager

### Domestic or Foreign

with sixteen years' experience in marketing and merchandising work, capable of analyzing markets and developing sales and sales organization to fullest extent, seeks permanent connection with responsible firm. Salary \$8,500 and percentage on sales or net profits. Address

**SALES, Box 135**

**Care of Printers' Ink**

## New York Newspaper Men Meet at Utica

**"A**DVERTISING was much easier to do in 1909 than today, because it was rare then," declared Alex F. Osborn, vice-president of Barton, Durstine & Osborn, New York, addressing an evening session at the two-day meeting last week of the Advertising Managers New York State Dailies, at Utica, N. Y., a department of the New York State Publishers Association.

"Fifteen years ago there were unfilled wants," continued Mr. Osborn. "Automobiles were almost a curiosity. Few had fountain pens then and few had safety razors. Now the situation is changed. Fifteen years ago it was possible to use strong advertising copy, even though it was exaggerated. Today, we must rely in our advertising on under-selling or under-statement, rather than over-selling."

Prentiss Bailey, vice-president and manager, Utica *Observer-Dispatch*, and John G. Duffy, secretary, Utica Chamber of Commerce, welcomed the advertising men. Speakers from various fields presented the viewpoints of those fields on newspaper advertising.

Among the speakers, in addition to Mr. Osborn, was Thomas E. Moser, Moser & Cotins, Utica. Mr. Moser advocated the standardizing of advertising, and urged newspaper men to familiarize themselves with commercial surveys of their territories.

At the evening session, at which Mr. Osborn spoke, Myles F. Bradley, publicity director, Durant Motors, Inc., Long Island City, N. Y., reviewed the business career of W. C. Durant.

Frank A. Wood, Rochester *Times-Union*, who is president of the advertising managers' organization, led a discussion on "Merchandising" at a morning session on the second day.

The next quarterly meeting will be held at Gloversville, N. Y., in June.

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# *Announcement—*

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*The name of the*

**Snitzler-Warner Company**

Incorporated

225 N. Michigan Blvd.

Chicago, Ill.

*has been changed to*

**MASON WARNER  
COMPANY**

Incorporated

***Advertising***

225 N. Michigan Blvd., Chicago, Ill.

*Associated with*

Erwoods, Ltd., 30 Fleet St., London, E. C. 4



*Member of*

AUDIT BUREAU OF CIRCULATIONS  
NATIONAL OUTDOOR ADVERTISING BUREAU  
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

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# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

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NEW YORK, FEBRUARY 21, 1924

### A New Method of Figuring Good-Will

There has been much discussion in the past as to what relation the good-will item of the company bears to the amount of its total advertising appropriation. Undoubtedly the value of a company's name increases in direct proportion to the amount and consistency of its advertising expenditure. But exactly what proportion of the total advertising expenditures can be considered as having remained with the company as an item of permanent good-will on the balance sheet has never been definitely decided.

The balance sheet and income account for the year 1923 just issued by Wm. Wrigley Jr. Company, maker of four brands of chewing gum, offers an interesting angle on this question.

After stating that the Chicago

plant has a capacity of 280,000 boxes of chewing gum, each of which contains twenty five-cent packages, per day, that the Brooklyn plant has a capacity of 70,000 boxes, and that it distributes through jobbers and its own selling agency to approximately 900,000 retail outlets throughout the United States and foreign countries, the balance sheet states: "The company and its predecessors have expended to date approximately \$42,000,000 in advertising in the United States and foreign countries, of which approximately \$3,000,000 thereof had been expended by the predecessor's company up to November 11, 1910.

"Among other forms of publicity, it uses electric signs on buildings, billboards, painted signs, bulletins, newspapers, magazines, street-car cards, and various other forms of individual display advertising which it furnishes to the retailers.

"Against this expenditure for advertising, the company carries on its balance sheet an item of good-will of \$6,000,000."

This method of figuring the good-will item at one-seventh of the amount of the total advertising expenditure and linking the two items closely together in the company's balance sheet, offers an interesting suggestion.

In an organization where the product has been lifted out of the rut almost entirely by the company's progressive and consistent advertising methods, as is the case in the Wrigley company, one-seventh of the total expenditure would seem very conservative an amount as belonging to the permanent good-will item. The advertising expenditure of the Wm. Wrigley Jr. Company during the last few years has averaged approximately \$4,000,000 a year, according to the balance sheet. Thus one and a half year's expenditure, on another basis of figuring, represents the entire amount set down on the balance sheet as good-will. With an average expenditure of \$4,000,000 a year, the net profit for the year, after a reserve of almost \$1,000,000 for Federal income tax, amounts

to \$7,047,491.92. Thus the total good-will item is less by more than \$1,000,000 than last year's net earnings. A careful study of these figures should give some stand-pat bankers, who refuse to allow that advertising has anything to do with tangible good-will assets, something to ponder over.

### Why Worry?

A certain sales manager, who was responsible for the training and work of a large force of salesmen, one time said: "I have often thought that about the worst thing a man could do to his competitor would be to send him copies of his daily orders to look over. The competitor would spend so much time scrutinizing them that he would forget about his own business."

Now there is something in this which points a moral for any sales force. It sometimes happens that men on the sales firing-line know too much about competitors' products. In such cases they are apt to be decoyed into adventurous discussions on technical points of difference instead of gently but firmly leading the conversation back to the distinctive merits of the products of their own company which they are endeavoring to sell. The salesman's job is to turn the selling talk to a profitable discussion and not waste time in the byways of competitive arguments.

In talking about a competitors' goods too intimately, there is always the danger that the salesman may unconsciously form a habit of "knocking" them. And this sort of thing has a reactionary effect on the majority of dealers. There is a lot of truth in the hackneyed expression "every knock is a boost."

A certain successful oil salesman landed a big contract with a municipal government by telling the Board of Aldermen, in answer to their repeated questions, that "he was too busy selling his own goods to know much about his competitors' and that if they had a good product, he undoubtedly had a better one to sell be-

cause he knew that he was securing two or three orders to the competitors' one."

Many wise buyers make it a point to ask a salesman about a competitor's product merely to see if he will speak ill of it. Sometimes they do this to discover the weakness of his own product by asking the next salesman who comes along the same question. The salesman who refuses to be led afield on a line of thought that paints an unpleasant picture, builds up confidence for his own proposition and in his own goods.

As a general principle it is good practice to know just enough about the competitive product to be able to discuss technical points only when absolutely necessary. It is safer for the salesman to stick closely to his own story, letting the customer learn the other side, if he is particularly interested, from the other fellow. Competition should be dignified by only a moment's comparison with the other fellow's proposition. The advantages of one's own products should be so stressed that the impression will be left that competitors' products do not have them.

### When Labor Co-operates

There is something particularly timely in the recent announcement that a fishermen's labor union is going to spend money in advertising to induce people to eat more fish. The plan, details of which were given in *PRINTERS' INK* of January 24, is a healthy indication. It shows a recognition on the part of labor of the truth that the final customer is the person who pays both labor its wages and capital its reward.

These men who go down to the sea in ships have come to a realization that if they can make people eat fish on Tuesday as well as Friday, it is far better business than asking the boss for a raise when there is no money in the till.

When labor co-operates to make the industry pay a bigger profit there is more money to go round.

and there is a steadier demand which means surer and steadier employment.

Labor, until now, has taken little interest in the selling end of industry. There has been too much of a tendency to think of the man at the pay window as reaching into an inexhaustible reservoir of cash, the amount of which in the individual's envelope can be increased by organized protest.

These fishermen who seize upon advertising and better merchandising to solve their wage problems, who sit down at the conference table with ship owners, bankers, and business executives to discuss ways and means to put the whole industry on a more solid foundation, open fascinating vistas of possible similar co-operation.

We may have firemen, engineers and trainmen contributing from their union dues to advertise railroad service, or miners contributing to a fund to advertise the off-sizes of anthracite. While such possibilities seem remote they are more logical than strikes, and far less expensive.

### **A Good Move**

The recent amalgamation of the newly formed National Association of Sales Managers with the American Management Association is unquestionably a good thing.

Working alone and independently, the Sales Managers' Association faced an uncertain future. Say what we will, it cannot be denied that sales managers are still inclined to be strong individualists. In several of our large cities, notably New York, Philadelphia and St. Louis, sales managers have learned to appreciate the value of association with their fellows and of the advantage of exchanging information with them. But sales-manager co-operation, particularly in diverse lines, had not made much headway in the country as a whole.

One reason for this, as we said, is that sales managers are tradi-

tionally in the habit of playing a lone hand. If they rose from the firing line, they acquired this habit as they worked their territories far from the immediate direction and supervision of the home office. Another reason is that many sales managers are forced into a position of isolation by reason of their business location. There are hundreds of small towns in this country in each of which is located a nationally known business. The sales managers of these businesses have little opportunity to associate with their fellows.

Another point is that while a local organization of sales managers may be highly successful, it might be hard to interest that body in affiliating itself with a national organization. It has been the experience in numerous lines that local organizations do not enthuse over joining the national association of that line unless there are decided and obvious advantages to be gained by joining.

That is why we favor the amalgamation of the National Association of Sales Managers with the American Management Association. Sales managers, no matter where located, will benefit from membership in the American Management Association, even though it is a national body. The American Management Association aims to show that all these questions of advertising, selling, financing and manufacturing policy are after all management problems. You cannot discuss the one without touching on the others. PRINTERS' INK has been saying for years that all of the basic activities of business, such as finance, production and distribution must be correlated under management. A man cannot be a good production manager, financial manager or distribution manager, unless he is first of all a good business man.

Let us lay aside all this bunk as to which of these managers is the most important. They are equally important, as one cannot get along without the other.

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**"THE BOY SCOUTS OF TODAY WILL BE THE BUSINESS MEN OF TOMORROW. THEY WILL BE OUR BANKERS, OUR MERCHANTS, OUR TELEPHONE MEN, OUR PREACHERS AND OUR TEACHERS. THEY WILL OCCUPY POSITIONS OF AUTHORITY IN NATIONAL, STATE AND MUNICIPAL AFFAIRS, AND INDUSTRY WILL BE DIRECTED ACCORDING TO THEIR IDEAS."**

*From a recent newspaper advertisement of the Mountain States Telephone & Telegraph Company.*



And where will they get these ideas? Principally from what they learn right now. The sum total of impressions formed during their youth will be the foundation on which these boys will build their ideas for use during manhood.

What are you doing to direct favorable consideration to your company—its policies, personnel and product—five years hence?

You can do much. But the start must be made now.

*The membership of the Boy Scouts of America offers you a hand-picked wide-awake group of boys to work with. Advertising is the method of appeal. BOYS' LIFE, The Boy Scouts' Magazine, is the medium to work through.*

*Published by Boy Scouts of America.*

**BOYS' LIFE**  
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue  
New York, N. Y.

Union Bank Bldg.  
Los Angeles, Cal.

37 So. Wabash Avenue  
Chicago, Ill.



## Letters from readers of Printers' Ink and Printers' Ink Monthly

### Moon Motor Car Company

Enclosed herewith check for \$5 for one year's subscription to PRINTERS' INK WEEKLY and MONTHLY, to be sent to my residence.

The list of magazines that I have coming to my house has been boiled down to a very limited number, but I am happy to say, however small that number might be, I would not consider the selection complete without PRINTERS' INK.

STEWART McDONALD,  
*President.*

### Excelso Specialty Works, Inc.

All of PRINTERS' INK MONTHLY is so good I can't play any favorites.

C. P. WADLEY,  
*President.*

### The Central Tractor Company

We are receiving PRINTERS' INK WEEKLY and MONTHLY, and the writer, as well as our Sales Manager, fully appreciates the valuable information contained in each issue. The writer has been reading it for some eight or ten years, and he is pretty familiar with this splendid magazine.

E. H. LAMIELL,  
*Vice-President and Manager.*

### The Autocall Company

PRINTERS' INK MONTHLY contains articles that would seem to be of interest to other executives, and the articles are called to their attention and invariably read with interest, especially by the general manager and sales manager.

M. M. HAAS,  
*Advertising Manager.*

### Nunn, Bush & Weldon Shoe Company

We are now taking both of your publications which we find very interesting and instructive are passed around among our officials.

J. C. JOHNSON,  
*Sales Manager.*

### Hollingsworth Candy Company

Don't miss an issue—I love PRINTERS' INK WEEKLY and MONTHLY.

P. V. HOLLINGSWORTH,  
*President.*

### Getgey Mfg. Co.

We get both PRINTERS' INK and PRINTERS' INK MONTHLY from local stand. Two wonderful publications.

J. J. GETGEY,  
*Sales Manager.*

### O'Connor-Grosse

I value PRINTERS' INK as much as a post-graduate course. I have been reading your periodical for a long time and I have thoroughly enjoyed it.

Jos. L. GROSSE,  
*Partner.*

### Grand Rapids Show Case Co.

Several members of our advertising and executive staff read your publication. We appreciate and benefit very materially by our nominal investment in PRINTERS' INK.

S. D. YOUNG,  
*President.*

### Milton G. Cooper Dry Goods Company

We are subscribers to both PRINTERS' INK and PRINTERS' INK MONTHLY. We enjoy them very much. May we congratulate you upon the very helpful publications? We thoroughly enjoy them.

S. F. COOPER,  
*Vice-President.*

# The Little Schoolmaster's Classroom

PEOPLE who feel the urge to go into business for themselves often ask the Schoolmaster to recommend lines in which he thinks that there are still good opportunities for the man with a small capital. The Schoolmaster does his best to sidetrack advice-giving opportunities of this sort. He usually disposes of the question by saying that there are good openings in every line of business. The personal factor plays such a big part in business that it all depends on the man. The right man will create an opportunity in any line regardless how overcrowded it may be.

James H. Collins had an article on this very question in *The Saturday Evening Post* a few weeks ago. He brought out the point that some of the best business opportunities for a small man can be found right under the wings of some big institution. It is a well-known fact that one of the best locations for a small retailer is beside a large department store. The same thing holds true in the manufacturing business. A manufacturer may grow so large and get his operations scaled up to such an enormous scale that he is not in position to handle small orders profitably. A small, competing manufacturer can take these same orders and put them through his plant at a good profit.

Another good place to engage in business is in those lines that seem to be temporarily unpopular. The Schoolmaster met a man the other day who went into a business of this kind. This man had spent his life as a professional investigator. He applied his training to looking for a business opportunity for himself. What line do you suppose he entered? The hay, grain and feed business. The hay and grain store used to be an established business in every town a few years ago. The Schoolmaster wagers, however, that you

have not seen many of these stores in recent years. The eclipse of the horse by the automobile explains why retail businesses of this kind have been disappearing. That is, however, exactly why this man went into this line. We all know that there are just as many horses as ever in this country. Of course you do not see them on the streets or roads, but they are in existence just the same. On top of this the cattle business has been increasing by leaps and bounds, particularly the dairy end of it. This means that the country has more cows than it used to have. These cows must be fed. Nowadays dairy farmers do not raise all of the provender for their cattle. The mixed scientific ration is in vogue. This ration or a good portion of it, must be bought outside of the farm. Hence the opportunity for the retail feed business.

\* \* \*

In selecting the location for his enterprise, this man decided on Long Island. His reason for this is interesting. In the first place Long Island is becoming a greater dairy section as the years go by. Most of the dairy farmers out there do not have any farms. A man will have, say an acre of ground, and on this acre will keep twenty to forty head of cows. Hence, he is obliged to buy everything that he feeds the cows. Another reason for the selection of Long Island is that it has as many horses on it, if not more, than in the days before the automobile. A significant thing about this, however, is that only one-tenth of the horses in western rural Long Island are work horses. The other nine-tenths are polo ponies and saddle horses. The increase in the number of polo ponies in the last few years has been enormous.

\* \* \*

A polo player keeps a stable of about twenty horses. You know he must keep enough horses on



## *Many Big Names in Flexlume Signs*

**M**ANY of the best known trademarks have been reproduced in the raised, snow-white characters of Flexlume Electric Signs. In many cases the advertisers, whom these trademarks represent, are buying Flexlumes in large quantities to "tie" their dealers' locations up with the national campaign. They have standardized on Flexlumes because investigation has shown that Flexlumes are best value.

Flexlumes are day signs as well as night signs. They have greatest reading distance, lowest up-keep cost, most artistic designs. They are not costly when ordered in quantities.

Flexlume Electric Signs should have a place in your advertising. Let us tell you how other advertisers are using them, also send you a sketch showing your trademark in the form of a Flexlume and give you an estimate of cost in whatever quantity you could use.

**FLEXLUME CORPORATION**  
1040 Military Rd. BUFFALO, N.Y.



**W. I. HUGHES****Circulation & Promotion Service**

Circulation Consul  
also

Circulation Departments Organized  
and Supervised

Subscription and Newsstand Cam-  
paigns Prepared and Carried Out

1808 Tribune Building

Beekman 4987

**THE HOTEL BULLETIN**

A monthly hotel magazine with  
a national distribution.

Purchasing power of readers is  
many millions.

Best producer in the hotel field.  
Agency business solicited.

**BEN. P. BRANHAM, Editor**  
951-957 Insurance Exch., Chicago

**American Lumberman**

CHICAGO

offers advertisers lowest rate  
per hundred. Investigate!

A. B. C. Est. 1873

**PETROLEUM AGE**

is the fastest-growing journal for oil men.

Its circulation is confined to operating,  
engineering and buying executives.

Its advertising rates enable you to make  
a strong campaign at moderate cost.

**Vol. 13—PETROLEUM AGE—1924**

Published Semi-Monthly at

28 East Jackson Boulevard, Chicago  
New York City: 56 W. 45th Street

hand to supply his guests in case they play. Also polo ponies are injured frequently in a game, and it may take several of them to finish a game. Polo has been called the most expensive game in the world. It probably deserves this reputation. When you consider that a good polo pony may cost \$1,000, and it takes twenty of them to equip a polo stable, and that many an addict of the game has as many as seven men to take care of these horses, you can see how much it costs to engage in this game.

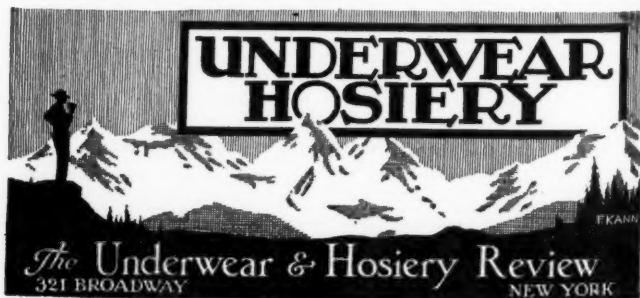
\* \* \*

The Schoolmaster relates all of this because he wants to show why this man engaged in a peculiar business, and the facts that he used in arriving at his decision. His partner in the enterprise is an expert on animal nutrition and spends nearly all of his time calling on customers and prospects, telling them about scientific feed combinations. The partnership as a result is doing a thriving business. Undoubtedly it is making better progress than if these men had engaged in some conventional line.

\* \* \*

A Chicago jobber was telling the Schoolmaster a little story the other day which goes away back into the days when women used snuff, but which nevertheless has an interesting and thoroughly up-to-date merchandising moral.

The jobber, who now is prominent in the grocery field, once had, in the early days, a very large business in tobacco and kindred lines. While in the East on a

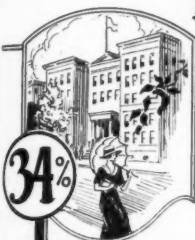


**UNDERWEAR  
HOSIERY**

*The Underwear & Hosiery Review*  
321 BROADWAY  
NEW YORK

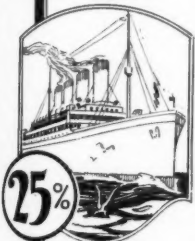
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# How Teachers Spend Their Summers



Questionnaire sent to 10,000 subscribers to Normal Instructor scattered throughout all the states shows that:

- 34% Attend Summer Schools**
- 25% Travel**
- 25% Work as Agents**
- 16% Follow Other Pursuits**



On the basis of 160,000 Paid School Teacher Subscribers to Normal Instructor, and assuming that the law of average holds, this investigation would indicate that almost 55,000 subscribers to Normal Instructor will attend Summer Schools this year. In one spring issue of Normal Instructor last year appeared the advertising of 17 summer schools.

On the same basis, 40,000 subscribers to Normal Instructor will spend a portion of the coming summer traveling. The same issue of Normal Instructor last year carried the advertising of 33 transportation companies, also of many travel bureaus and hotels.



40,000 of the Teachers who subscribe to Normal Instructor will work as Agents this summer. They are peculiarly well fitted for this type of work. Their teaching makes it necessary that they have salesmanship qualities in their makeup. Spring issues of Normal Instructor last year offered Summer Employment to Teachers as salesmen for Bibles, Books, Maps, Supplies to School Boards, Foods, Clothing, Silks, Insurance, Leather Goods, Household Equipment and so forth.

*More than 160,000 Teachers rely each month upon Normal Instructor as a source of help in their school work. It is read thoroughly. Line rate \$1, pages \$600. Forms close 20th of second month preceding date of issue.*

## NORMAL INSTRUCTOR and PRIMARY PLANS

For Teachers of All the Grades and Rural Schools

Published by

**F. A. OWEN PUBLISHING CO.**  
Dansville, N. Y.

Chicago Office  
1018 South Wabash Ave.  
C. E. GARDNER  
Advertising Mgr.

New York Office  
110 West 34th St.  
GEORGE V. RUMAGE  
Eastern Representative

## "WELL SEASONED" —best describes me

2 YEARS of intensive experience in every phase of agency service—from ordering an electrotype to soliciting a new account—has rubbed off the rough edges of crude native ability and "seasoned" me into suitability as advertising manager, account executive, assistant to either, or just plain copy writer.

1½ YEARS of copy writing, with a background of actual sales experience behind the counter and as specialty salesman, has taught me the first law of copy writing; that it is not an occasion for literary brilliance, but for good salesmanship.

My creative ability has the necessary counter-check of logic and clear analysis. My head may at times be in the air, but my feet are always on the ground.

Am now employed, but want broader opportunities and more money. \$4,000 a year will do to start. Prefer location in or near Chicago, but will consider others. Twenty eight years old, single, 2½ years college (commerce) education. Address

"G," Box 136, Care Printers' Ink

## EVENING HERALD

Los Angeles, Calif.

### Gained 21,696

#### Daily Average Circulation

Sworn Government Statement, Six Months Ending Sept. 30, 1922, 145,953 Daily. Six Months Ending Sept. 30, 1923, 167,649 Daily. Increase in Daily Average Circulation, 21,696.

#### It Covers the Field Completely

#### REPRESENTATIVES:

H. W. Meloney, 604 Times Bldg., New York  
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.  
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

## CLOTH POSTERS

FOR STORE AND WINDOW DISPLAY

*Finest Drawings faithfully Reproduced  
by our photo-lith process*

### SWEENEY LITHOGRAPH CO.

BELLEVILLE ..... NEW JERSEY  
PHONES. BELLEVILLE 9258 9500 9501

buying trip he called on Pierre Lorillard to place a sizable order for snuff. He always was welcome at the Lorillard establishment because his business had attained a volume that was really worth something.

On this particular day Mr. Lorillard happened to be waiting upon a couple of unfashionable appearing women when the jobber entered. He nodded to him pleasantly but went right on with the transaction he had in hand.

\* \* \*

The jobber was peeved that his large order should have to wait upon a transaction involving only a few cents at most and he took Mr. Lorillard to task for it.

"My dear sir," the latter smilingly told him, "if these women and others like them did not come in with their little five- and ten-cent orders where would you and I be? It is business of this type that makes possible the big order you are going to give me today. If you could not sell this snuff you wouldn't buy it in any quantity. I believe, therefore, that in insisting on my finishing my transaction with these customers before taking care of you I did the businesslike thing. Or, in other words, it would not be too much to say that their business, as representing a type, is really more important than yours."

That was a good many years ago and yet the jobber says the lesson is as fresh in his mind today as it was then. He learned something upon which he thinks his subsequent success has been based. This is that selling—the most important thing in all business—is made up of small individual transactions and that any one of these is as important as a large one.

The Schoolmaster mentions the incident here, not because the principle involved is a new one, but because it is something that can stand any amount of retelling. The principle is well enough known but is not practiced in like proportion. If it were, selling would be quite another thing.

\* \* \*

In every line of business, from

**S · ROLAND HALL · EASTON · PENNSYLVANIA**  
FIRST NATIONAL BANK BUILDING

## Sales Courses and Manuals

### Instruction Systems

I offer experience in preparation of sales courses and manuals, systems for improving salesmanship of retail salespeople, etc. Have recently aided prominent manufacturer of household products to complete concise 7-lesson course for training of large group of college students in selling.

Will serve as principal writer, associate or critic. Commissions of this kind executed for other advertising agents.

PS.—See my recent "Handbook of Sales Management" (McGraw-Hill Book Co.) for review of this big subject.

*S. Roland Hall*

BETTER LETTERS • BETTER SELLING • BETTER ADVERTISING • BETTER BUSINESS

*Sweaters  
Bathing Suits  
and Fancy  
Knit Goods*

**Knitted Outerwear**  
**Sweater News**  
*and Knitted Outerwear*

521 BROADWAY  
NEW YORK

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG

## AN OPPORTUNITY

We want a young man, one with college education preferred, who has had experience in

- writing copy
- preparing dealer helps
- preparing campaigns that sell by mail
- handling sales correspondence

Ours is a rapidly growing organization in New York City that specializes in advertising at the-point-of-sale. State your age, religion, education, and brief outline of your experience.

Address "N," Box 277, Printers' Ink.

### Stuart's Type Book

*now on the Press*

**READY** about March 15th. The most complete type book ever compiled. 120 pages. Price \$2.00. Answers every question regarding the technique of typography. Invaluable to the advertising man. Displays 28 complete series of type faces. Send no money. Tell us on a postal to reserve a copy for you and we will ship Parcel Post C. O. D. when ready.

Send for descriptive circular.

**EDWIN H. STUART, INC.**  
422 First Ave. • Pittsburgh, Pa.

## Not a Jack Of All Trades

But a master of Sales, Advertising and Organization work. Mature (age 43), possessing all the qualifications essential to the house with which I desire to connect—i. e., an old-established company, or a young, soundly financed concern. Now employed. For particulars and interview address "M," P. O. Box 321, Grand Central Depot, New York, N. Y.

## PEP BULLETINS

**FOR SALESMEN**

With Your Firm Name Imprinted

**JOHN J. LUTGE & STAFF**

Claus Spreckels Bldg. San Francisco

toothpicks to suspension bridges, there are certain preconceived notions which are looked upon as the "sacred cows" of the industry. No one questions them; no one challenges them.

Frequently, of course, these trade customs or habits are founded on fact and cannot be ignored without disastrous effects. Just as often, though, they are nothing more than superstition which, if they were ever based on an accurate knowledge of marketing conditions, are blindly followed regardless of changing conditions.

\* \* \*

The Schoolmaster has in mind, in this connection, the recent automobile show in New York. For twenty-four years custom dictated that the show be staged in the heart of the metropolitan hotel and theatre district. This year, the exposition was held in an outlying section of the city. The worshippers of "sacred cows" insisted that the choice of location was all wrong. People would not do things differently; they would not go all the way to the end of the Bronx; it was against every custom of the automobile industry.

Yet, despite the fact that the officials responsible for the show literally flew in the face of custom, in spite of a rainy day during show week, and in spite of the difficulty of informing people concerning the location of the exhibition building, the attendance was almost as large as in the past.

**TWICE A WEEK  
TOUR CARRIER  
BOYS** put Shopping News into 200,000 homes in greater Cleveland and towns within a thirty-mile radius.

They do this in an average time of three hours.

Similar distributions will be made for high-class national advertisers at a reasonable charge. For details write

**CLEVELAND SHOPPING NEWS**  
626 Huron Road  
Cleveland

## *What Shall We Manufacture?*

We have a splendidly equipped factory, at present manufacturing bent wood rims similar to those used on the wire wheels of bicycles. Our facilities and special machinery for this work permit of a large increase over our present production output. We are equipped to manufacture in sizes from 14 inches out to out diameter to 25 inches out to out diameter, and in cross section any shape that can be made from  $1\frac{1}{2}$  inches wide and  $\frac{3}{4}$  inch thick.

Possibly some man could invent a product in which these rims could be incorporated—possibly an existing product could be improved by adaptation to include the use of these rims.

Possibly, some manufacturer of a product now using such rims can arrange to take over our surplus production on a basis satisfactory to both organizations.

We are anxious to hear from someone with a bona fide idea or proposition which might develop along mutually advantageous lines. The basis of remuneration for an acceptable invention has not been pre-determined, but after preliminary negotiations have been established, we have no doubt this will be satisfactorily adjusted.

Address "T," Box 279, c/o Printers' Ink.

## FARM PAPER SPACE SALESMAN

To travel out of Milwaukee over Middle Western territory, under direction of the publisher of a group of agricultural and weekly publications. He should be familiar with farm paper accounts and advertising agencies. Must have ability to visualize a market national in scope. Position will pay a nominal salary and expenses, but to a producer a remunerative future is assured.

Sell yourself by letter. If satisfactory, interview will follow. Confidential, of course. Address

"D," Box 133,  
Printers' Ink, Ill. Merchants  
Bank Bldg., Chicago, Ill.

## PRODUCTION MAN

College education, age 25, desires position with an agency. Thoroughly experienced in the mechanics of advertising and accustomed to handle completely a large volume of work under steady pressure. Can write sales-producing copy and have planned layouts that received the compliments of large advertisers. Available March 1st. Address "B," Box 131, care of Printers' Ink.

## DO YOU NEED AN ADVERTISING MAN?

15 years' experience large daily newspaper. Capable of assuming full responsibility of display, and classified departments. Now employed. Ambitious to get ahead and not afraid to work against stiff competition. 35 years old, married, two children. References of character and ability furnished. Address "E," Box 134, P. I.

A very attractive sales position with a prominent Rochester, N. Y., printer is open to a printing salesman who is experienced and knows positively that he can produce business in a yearly volume of at least \$85,000.00

A printing house with a splendid reputation completely equipped for quality work, operated by men of wide experience, will back the efforts of the right man.

"P. J.," Box 127, care Printers' Ink.

## "Domestic Engineering" Changes

W. H. Oleson, Chicago, for several years in newspaper advertising and editorial work in Iowa, has been made editorial representative at New York of *Domestic Engineering*, Chicago.

Fred A. White, who recently joined the New York office, will represent this publication on the Pacific Coast.

## Daily Newspaper for Montclair, N. J.

The Montclair, N. J., *Weekly Herald* has been changed to the *Daily Herald*. Blanchard M. Preble is publisher. The C. L. Houser Company, New York, and Franklin E. Wales, Chicago, publishers' representative, will represent the newspaper in national advertising.

## Kansas City "Star" Advances L. I. Weishar

Louis I. Weishar has been appointed manager of the Chicago office of the *Kansas City Star*. Mr. Weishar has been with the *Star* for several years, where he has been in charge of automobile advertising at Kansas City.

## New Accounts for David C. Thomas Agency

The American Appraisal Company, of Milwaukee, and The Eagle-Picher Lead Company, Chicago, have placed their advertising accounts with the David C. Thomas Company, Chicago advertising agency.

## "ABC" Washing Machine Account for Hamilton Agency

Altorf Bros. Company, Peoria, Ill., manufacturer of ABC washing machines, has placed its advertising account with the J. R. Hamilton Advertising Agency, Chicago.

## Joins Greensboro, N. C., Agency

John W. Jones, Jr., recently advertising manager of the rotogravure section of the *Atlanta Constitution*, has joined the staff of Tuttle, Greensboro, N. C., advertising agent.

## Joins Oakland Agency

B. S. Sanders, until recently editor of *The Realtor*, Oakland, Cal., has joined the Curtis-Baum Company, advertising agency of that city. Mr. Sanders at one time conducted his own advertising business.

## LETTERING and DECORATION

141 W. 28  
NEW YORK

RALPH E. DEININGER LACKNA  
ADVERTISING DESIGNER 47-49

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

### Printing Machinery and Supplies

New or Pre-Used

Printers Complete Outfitters

Conner, Fendler & Co., New York City

**PERIODICALS, HOUSE ORGANS, CATALOGS, etc.**—First-class work; All service; prices reasonable. Doing printing of this nature, but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

**Booklet Work and Large Runs Solicited**—New York help. Country plant. Smithtown Printery, Smithtown Branch, L. I.

Clear your Canadian classified advertising through

**THE CANADIAN CLASSIFIED CLEARING CO.**  
**TORONTO, CANADA**

Free directory on request.

**SALESMAN**—Advertising Salesman who can sell novel lithographed cardboard and paper window and counter displays to New York, Chicago, Philadelphia or Boston manufacturers. We have a profitable partnership and commission proposition to offer the right man. Box 921, P. I.

**WANTED—MAIL-ORDER ARTICLE THAT APPEALS TO WOMEN**

If you have an article or commodity that appeals to needlewomen or householders, and can be sold for approximately \$1.00 through the mail, we have a market for profitable and immediate distribution. Write full particulars. The Cliveden Co., Germantown, Pa.

## HELP WANTED

A first-class business paper has an opening on salary for a resourceful advertising man of good personality and clean record. Applications considered only from experienced men. Write fully—give salary expectations. Box 911, Printers' Ink.

### TYPE LAYOUT MAN WANTED

as assistant to Production Manager by New York advertising agency. Only those with at least two years' intensive training should apply. Excellent opening for the right man. In reply please give details regarding education, business experience and earning capacity. Box 924, P. I.

## COPY WRITER

New agency desires copy and contact man, with agency experience and knowledge of trade work. Give full particulars. Box 927, Printers' Ink.

**Wanted**—Advertising solicitor to represent Oldest Labor Paper in America, national circulation, clean, conservative. Read by highest paid wage earners in the world. Write Box 302, Pittsburgh, Pa.

**Wanted**—Solicitor with agency experience by progressive and long-established advertising agency. Attractive proposition for the right man. Address, with full particulars, Box 910, Printers' Ink.

**Wanted—A Young Woman** who can qualify as secretary and assistant to busy Sales Executive. Adaptable, dependable and capable of taking charge direct-by-mail department. Must be a natural correspondent, with a fairly extensive vocabulary. Address Box 920, P. I.

**Well established Pacific Coast agency** with full recognition, wants young man capable of taking charge of agency, having had previous experience in detail work and soliciting. A wonderful opportunity with excellent future prospects for honest, conscientious man. Box 915, Printers' Ink.

### Salesman with Technical Experience

We sell to hospitals. We want a man who is first of all a convincing salesman, not of the high-pressure type. He should have technical training, and be able to help a building committee or superintendent lay out the details of our equipment. He must have enthusiasm tempered by good judgment. This is a traveling job, out of Chicago. Salary first year, commission thereafter. Box 916, P. I.

## An Opportunity For An Agency Man Who Has Produced Big Business

Successful, financially sound advertising agency, headquarters New York with Branch in Middle West, offers substantial drawing account or salary, plus a liberal commission and chance to share in the net profits of the Agency, to a reliable account executive capable of meeting and selling big prospects. For such a man we have an opening that represents earning possibilities that are much larger than is customary in the average high-grade agency. Address, in strict confidence, President, Box 948, P. I.

## MISCELLANEOUS

### SPANISH TRANSLATIONS

SPANISH COPYWRITING

R. GONZALEZ

Room 1108 1133 Broadway  
Watkins 3330-J

**Send me one dollar and seventy-five cents for Cheley's "The Job of Being a Dad."** Irving L. Woodman, 26 West 82nd Street, New York.

**Slogans and Trade Names Originated**—Snappy, catchy, distinctive slogans and trade names for individual product or business. J. B. Elliott, 125 S. Mechanic St., Cumberland, Md.

#### POSITIONS WANTED

**Assistant to Advertising or Production Mgr.**—Absorb detail work, makeup, layouts, etc. Experienced stenographer, moderate salary. Young lady. Address, Box 917, Printers' Ink.

#### PRODUCTION CLERK

Thoroughly experienced young woman, entering and following up orders, ruling, binding, paper, cost work, printing. Address Box 928, Printers' Ink.

**WANTED**—Responsible, interesting position by efficient business woman, cultural background, over seven years' varied experience. Can organize and manage department. Box 923, Printers' Ink.

#### EXPERIENCED CARTOONIST

Free-lance; comic illustrations for all commercial work at small cost. C. L. Heffinger, 5358 Cabanne Avenue, St. Louis, Mo.

**Artist** with original ideas and all round ability wants free lance work—can assist in preparing advertising, for appointment phone Beekman 6865. Lambdrides, 97-36 Corona Avenue, Corona, L. I.

**SECRETARY**—Refined Gentle girl, six years' experience, four years in adv. line, rapid steno., desires position as secretary to executive. High-school graduate. References furnished. Box 934, P. I.

#### PRACTICAL PRINTER

24, wants advertising office or agency connection. Knows good typography, can layout; has general knowledge of printing industry. Box 929, P. I.

#### BOSTON REPRESENTATIVE

Want part or full time as such for agency, publication, lithographer, or specialty. Only high-class. Box 922, care of Printers' Ink.

#### ADVERTISING SPACE SALESMAN

Twelve resultful years on media of various classes in New York; high-grade producer with successful, unblemished record; responsible. Box 939, P. I.

**YOUNG MAN, 25, MARRIED, FUNDAMENTAL KNOWLEDGE OF ADVERTISING, DESIRES CONNECTION WITH AGENCY, TYPOGRAPHER OR NEWSPAPER.** Box 946, Printers' Ink.

**YES: I am ready to act as your Chicago representative in securing high-grade advertising. Fully qualified. Box 947, Printers' Ink, Chicago Office.**

## Young Woman

Thoroughly trained in all branches of advertising and editing of house-organs with particular reference to Department Store and Agency work, wants good connection where exceptional ability along these lines is wanted. Satisfactory samples and references. Available March 1st. Box 937, Printers' Ink, Chicago Office.

**Booklets, letters and unusual publicity copy** written in the vein that attracts and grips interest. Woman free-lance writer of wide experience. Address Box 913, care of Printers' Ink.

## ARTIST

Free-Lance; high-grade commercial work; good lettering; original ideas; reasonable charges. Box 943, Printers' Ink.

**Editor of leading class magazine** desires connection on profit-sharing non-salary basis. Address Box 909, Printers' Ink.

## Free Lance Copy

New York writer, eight years copy chief big agencies, will serve manufacturer or agency. Box 940, Printers' Ink.

**Facts-Minus-Fluff** is the result-getting quality contained in all letters, pamphlets, folders, broadsides and advertisements written by J. M. Haggard, Advertising, 1419 Virginia Avenue, Columbus, Georgia.

**Production Manager**—Young man with ten years' advertising agency and direct-mail printing experience. Knows printing and paper costs thoroughly. Available immediately. New York or out of town. Box 918, Printers' Ink.

**Advertising Manager or Agency Executive**—Seven years' experience. Good contact man, versatile writer; knows media, art, printing and engraving, edited house organ, conducted direct-mail campaigns. Age 28. Salary, \$75. Box 919, P. I.

#### You CAN Use Me!

Compositor, 24, desires position in production department of advertising agency or publishing house. Knows various faces of type. Make layouts. Knows good composition and press work. Salary secondary. Box 912, Printers' Ink.

#### OFFICE MAN

32, capable of taking charge of agency, twelve years' experience, bookkeeper, accountant, office manager, now unemployed, wants permanent position with future. "Advertiser." 8 Hunt Street, Elmhurst, New York.

**CHANGE IN SALES POLICY** makes Advertising Salesman, five years with nationally-known publishers, open for new connection. Hard, conscientious worker, and can offer any publisher or agency intelligent, efficient sales representation. New York and Eastern territory preferred. Box 914, Printers' Ink.

## Advertising Manager

Neither figure-head nor miracle man, but thoroughly experienced advertising man of proven ability. Know how to buy space economically and use it profitably. I write forceful, convincing copy. Now Advertising Manager for largest firm in its line, a \$175,000 advertiser. On account of unfulfilled promises, will consider change. Address Box 931, Printers' Ink.

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941, Print

**EXECUTIVE—Agency or Advertiser—**Male, age 35, 14 years' experience in auditing, order, space buying, research, service, production and allied departments. All references. Full or part time. Services available now. Box 950, P. I.

**Experienced Promotion Executive** with successful experience both in manufacturing and publishing fields. Thorough, analytical, plans complete campaigns—and writes the copy that makes them pull. University educated. Could your Promotion Department use him? Box 935, P. I.

**ADVERTISING SALESMAN—**Long, successful experience; reliable, resourceful worker; familiar general magazine, class, trade publications; wide acquaintance agencies, advertisers New York and Eastern territory, available for established publisher; best references. Box 936, P. I.

**Chemist, executive,** for a number of years in charge of the analytical laboratory of a large firm of manufacturing chemists, desires to secure position as technical adviser, either editorially or advisory to the sales or purchasing departments. T. B. Wallace, 799 Broadway, New York.

**Branch Salesman** of nation-wide organization who has doubled his sales force and amount of sales done by his men last year, is seeking a larger opportunity than is now available in his organization. Used to hiring, training and managing salesmen and getting results. Address, Box 925, Printers' Ink.

## Copy and Plan Man

Knows farm field and general advertising. Several years' national agency experience. Can see a sales point and make others see it. Chicago connection preferred. Box 932, Printers' Ink Chicago office.

**A PUBLIC SPEAKER—**Publicity man, organizer, desires position. Admirably fitted to serve as secretary of Trade Ass'n requiring platform salesmanship. Twenty-nine, married, highly recommended, thoroughly experienced, optimistic, determined, a success. Salary desired, \$4,500. Box 933, Printers' Ink.

## Artist and Letterer

Twelve years' experience in Advertising Departments, making live drawings and modern lettering, together with attractive layouts with a merchandising appeal. Capable of managing department seeks position. Age 30; available immediately. Box 949, Printers' Ink.

**SALES EXECUTIVE** with acknowledged experience in sales organization and management in technical and building field.

My experience covers the entire field of sales progression from salesman to vice-president, involving sales development through jobbers, dealers, district offices, architects, contractors, engineers and industrial plants coupled with advertising in trade papers and direct by mail.

A well-rounded career backed by the highest credentials is offered and location is immaterial, providing the business environment and future is there. Box 941, Printers' Ink.

## WE CONNECT THE WIRES

**EVEN CHRISTIAN** SCIENTISTS can't resist the campaigns of our No. 12606—now sales and advertising manager of large PROPRIETARY MEDICINE house! Knows the approach from 30 years' contact with native and foreign-born population. Prominent agency manager writes: "Sound business judgment; thorough knowledge of proprietary business, both mail order and dealer." Asking \$5,000.

**FERNALD'S EXCHANGE, INC.**

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

**Opportunity with Newspaper or Representative of Newspaper** desired by man (26). Experience: Advertising Agency, 2 years; Newspaper, 2½ years; Retail Sales Managing, 1 year. Box 938, care of Printers' Ink, Chicago Office.

**Young College Man—**26 years of age, ambitious, and of good character. Five years' sales and executive experience, seeks opportunity with a reliable firm. Anxious to Learn—Willing to Study Box 930, Printers' Ink

## SPECIAL NEWSPAPER REPRESENTATIVE

with 12 years' experience in St. Louis territory is in position to represent one or more publishers on salary or commission basis. Acquainted with all agencies and national advertisers. Box 951, P. I.

## Trained Advertiser

with five years' successful experience in newspaper and mail advertising and house-organ publication, desires a position in New York City which can use writing talent and the habit of assuming responsibility. College graduate. Box 945, P. I.

## Better Results From Chicago

Special representative of trade paper has time for additional medium. Was ten years assistant advertising manager for largest publishing company in America. Highest references from leading agencies, national advertisers and paper now represented. Small agency where head will actively solicit for you. Only highest class trade paper or magazine considered. Commission with drawing account, or straight commission. Address Box 942, care Printers' Ink, Chicago Office.

## Sales Promotion and Advertising Manager

Expert on direct-mail; magazine and newspaper ads; house organs; catalogs; dealer campaigns; seeks connection with manufacturer. 12 years' experience in and near Chicago, including service agency and editor country weekly. Know art, printing, paper. Make strong layouts. Write forceful copy. Know how to build distribution, sell goods by printed word. 32. Go anywhere. See samples. Address, Box 926, P. I.

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## ARE YOU TELLING THEM ALL?

The population of Boston is divided naturally into two groups. Are you telling your story to the people in both of these groups? You cannot select the newspapers that will give you coverage simply on the basis of total circulation. You must understand that the four major papers of Boston fall into two groups just as do the people. A knowledge of these conditions changes an apparently difficult market into one that is quite simple.

Three of these papers have a distinct similarity of appeal. Editorially, typographically, and in the manner of news emphasis they are alike. These papers are published to satisfy one group of Boston people. The use of any one of them will give you coverage of this one group of readers.

The fourth paper, The Herald-Traveler, serves the other group of Boston people and serves it to the exclusion of these other Boston papers. And of all the papers of Boston,

The Herald-Traveler reaches the most important group of readers. The readers of The Herald-Traveler compose the best market in Boston for any advertiser. They are financially able to respond to advertising; they are consumers of merchandise of every kind and description.

The very fact that from Monday till Saturday The Herald-Traveler carries more national advertising than any other Boston paper is of more value to the advertiser in the selection of newspapers than any tables of circulation. Any advertiser who does not include The Herald-Traveler in his list of papers is not telling his story to the most desirable part of the Boston market.

In the interest of advertising that will speak to all the people of Boston The Herald-Traveler has prepared a booklet—"The Road to Boston." Requests for this booklet on business stationery, will be honored promptly.




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**BEG YOUR PARDON**—In The Chicago Tribune ad which appeared in **PRINTERS' INK** of February 7 the circulation of the Detroit News was given as 163,000 daily and 212,000 Sunday. The correct figures are 271,000 daily and 258,000 Sunday. Circulation figures of another Detroit newspaper were run by mistake.